

LIFE

IN THIS ISSUE

WHAT TO DO ABOUT GERM WARFARE



MARTIN AND LEWIS

TOP MONEY ACT IN SHOW BUSINESS

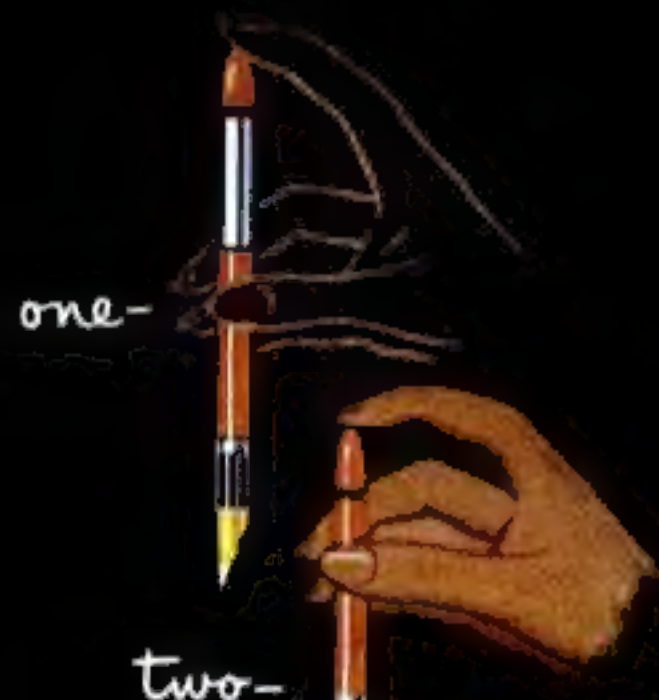
20 CENTS

AUGUST 13, 1951

CIRCULATION OVER

5,200,000

Sheaffer's



two-



TOUCH DOWN

Easiest Pen to Fill. Immerse point in fluid completely. Push plunger down just once and watch the level in bottle go down as your pen fills full.



School
Extra

VALIANT™
Pen, \$12.50; Pencil, \$5.00
Ensemble, gift-boxed, \$17.50



Crest
Pencil, \$9.00
Fed. tax included



Crest™
Pen, \$21.00
Fed. tax included

Pencil Thin...Finger Trim!

Only Sheaffer's can give you the finger-easy writing comfort of the pencil-slim **TM** design. For Sheaffer's alone gives you Touchdown, the space-thrifty down-stroke filler in which air does the work—eliminates bulky mechanical parts and avoids sacrificing fluid capacity. No-bulge, pocket-level safety clip passes inspection for military neatness. For service personnel, for back-to-school, no gift can match Sheaffer's **TM**.

Sheaffer's Pens from \$3.75
all with exclusive Touchdown



THE SMARTEST PEN IN UNIFORM

SHEAFFER'S
WHITE DOT OF DISTINCTION

America's First Choice

NEW *
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W. A. SHEAFFER PEN COMPANY, FORT MADISON, IOWA, U.S.A.
IN CANADA: MALTON, ONTARIO

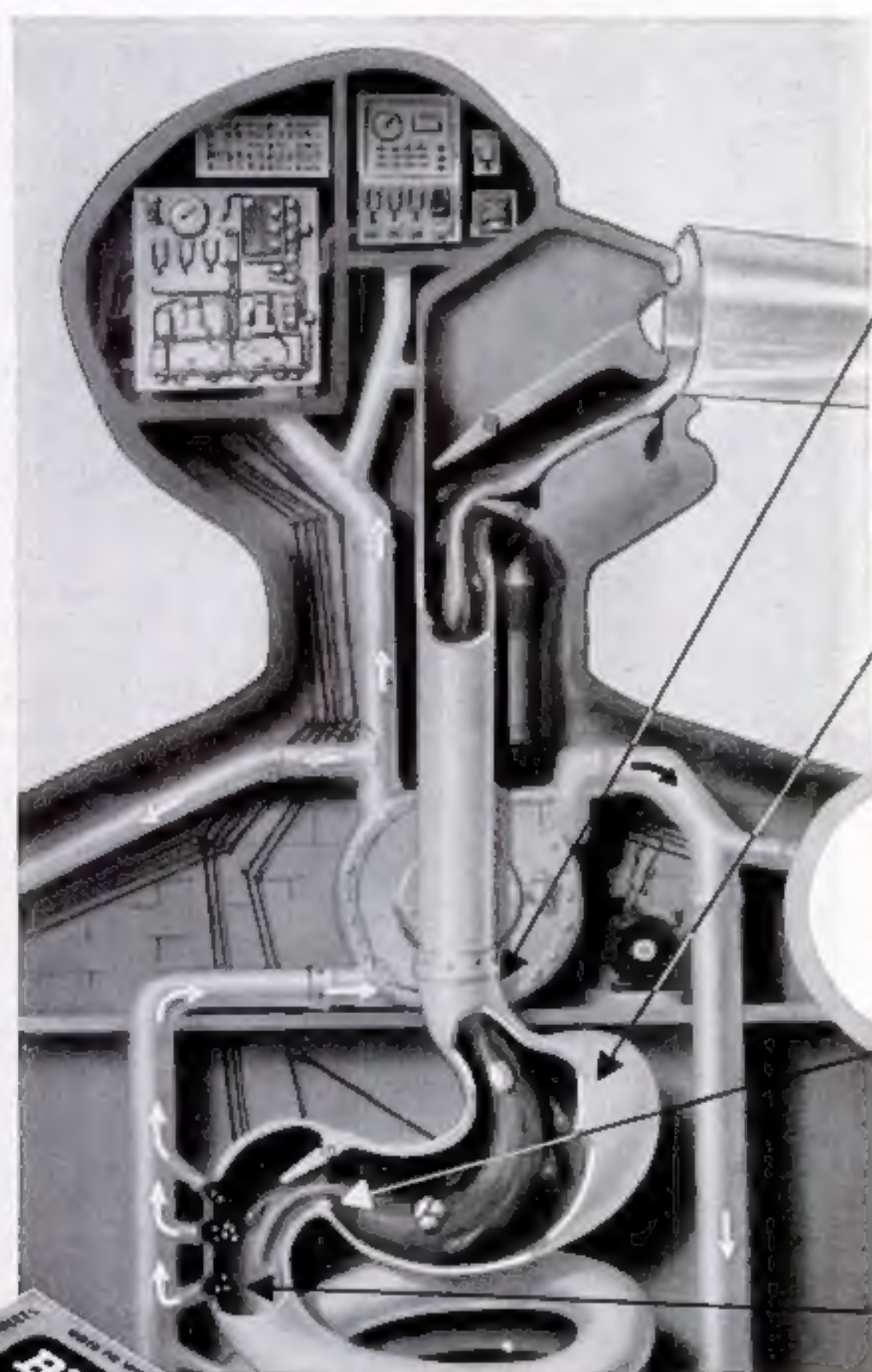
Get fast pain relief!

Bufferin

TRADE-MARK

Acts twice as fast as aspirin!
Doesn't upset the stomach!

Here's how Bufferin acts twice as fast as aspirin



PRODUCT OF BRISTOL-MYERS



Because Bufferin does not upset the stomach as aspirin often does, many doctors recommend Bufferin for prolonged, as well as occasional, dosage.

Bufferin is scored for easy breaking when half doses are indicated.

1 Bufferin or aspirin tablet enters stomach here.

2 Neither Bufferin nor any pain-relief product can relieve pain while tablet is in stomach.

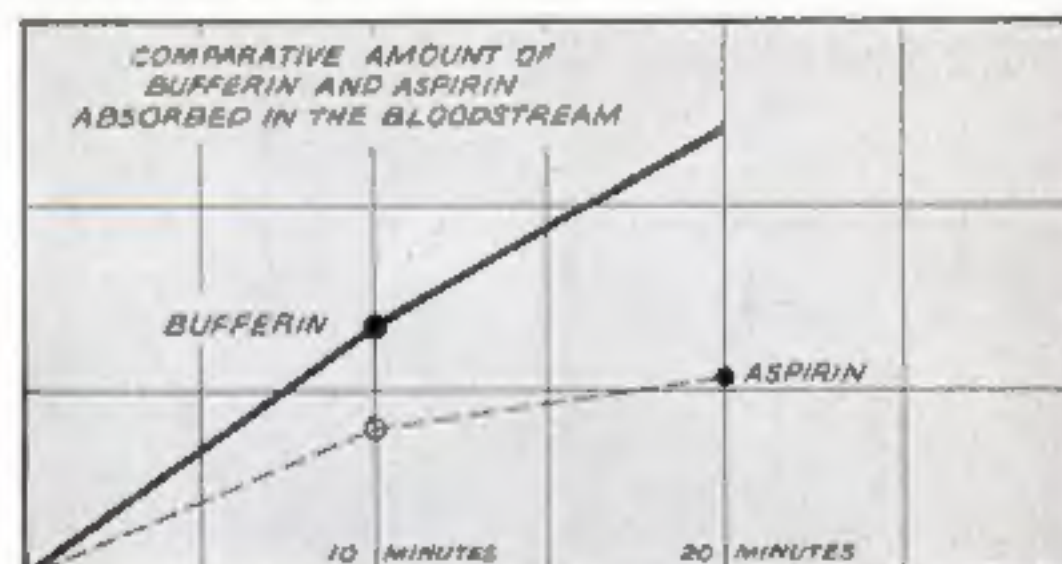
3 Dissolving rapidly, Bufferin, being antacid, opens trap door of stomach speedily.

4 Opening trap door of stomach speedily, Bufferin enters the bloodstream twice as fast as aspirin, relieves pain twice as fast.



No tablet or powder can give you relief from pain until the pain-relieving ingredient enters the bloodstream. Bufferin, being antacid, opens the stomach valve *speedily*, gets *into* the bloodstream *twice as fast* as aspirin! Therefore Bufferin acts *twice as fast* to relieve pain.

And Bufferin won't upset your stomach as aspirin often does, because Bufferin is antacid.



TIME OF ABSORPTION

Clinical studies prove that people who took Bufferin had more pain-relieving ingredient *actually in the bloodstream* in ten minutes than those people who took aspirin had in twenty minutes. That's why Bufferin acts *twice as fast* as aspirin to relieve pain.



For headaches, neuralgia, and ordinary muscular aches and pains, remember Bufferin for fast pain relief! Ask your physician or dentist about Bufferin. Get Bufferin from your druggist. Carry the 12-tablet, pocket-size package. Keep the economical 36- or 100-tablet package in your medicine chest. Bufferin is also available in Canada.

IF YOU SUFFER FROM ARTHRITIS OR RHEUMATISM, ASK YOUR PHYSICIAN ABOUT BUFFERIN

Better for your dog than *red, raw meat!*



Basset hounds—known for their high intelligence and friendly disposition

Dogs naturally crave meat. And it's good for them.

But they need other food elements too, which meat alone does not provide in balanced, adequate amounts.

PARD gives your dog all the good meat proteins he craves, plus all the vitamins and minerals he must have! With PARD, your dog needs nothing more, he can get nothing better!



Nobody makes dog food like **SWIFT** makes **PARD**!

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No ordinary, mass-produced
blade is good enough, when it
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smooth, easy shaving comfort
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No guesswork.

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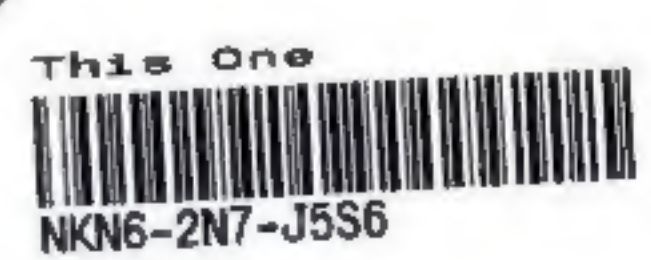
AIR RAID WARNING SYSTEM—The Bell System is providing nationwide communication facilities for defense at the request of military authorities. The photograph shows aircraft movements being mapped in a Civilian Defense "filter" center, as reports from strategic observation posts are received by telephone.

The Telephone Is a Vital Link in Civilian Defense

The Nation's air raid warning system is just one of many ways in which the Bell System is spending millions of dollars to help make this country strong and safe. Civilian Defense is based on quick communications and the telephone is a vital, indispensable link in it.

Defense is our No. 1 job and we are giving it first call on new construction and facilities. We know you would want it that way.

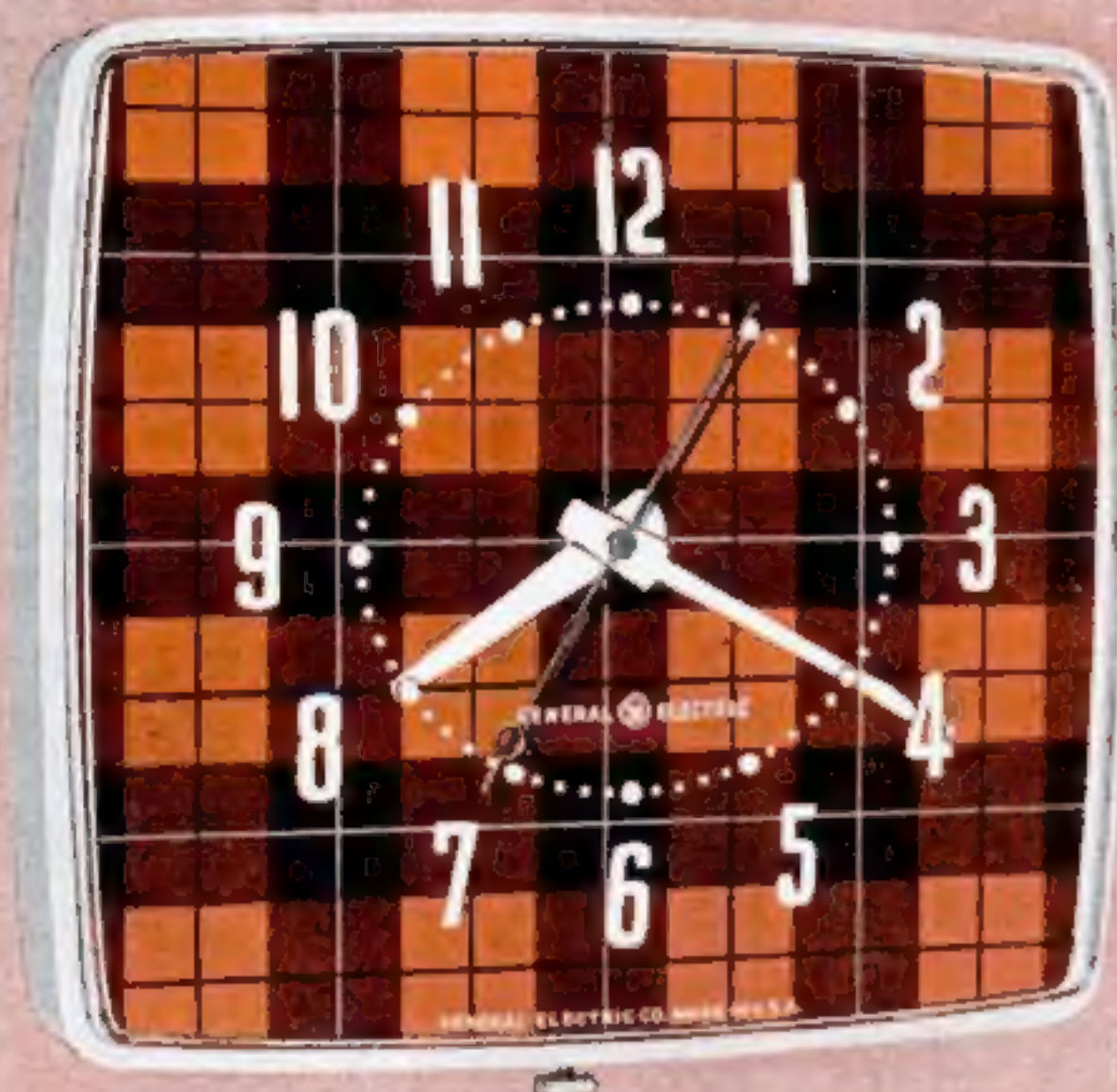
BELL TELEPHONE SYSTEM





Exciting new decorator touch!

The Clansman, distinctive new General Electric Kitchen Clock, sets a new style note with all the glamour of colorful, popular plaids!



G-E Clansman

Here's another **G-E first**: A bright, new plaid kitchen clock that adds new glamour and interest to your present color scheme. (We don't have to tell you what plaids do for a person—or a room!!)

This **G-E Clansman** has a large, shatterproof crystal with easy-to-read numerals, and a red sweep-second hand!

Available in four brilliant plaids—red, green, blue, and yellow.

Consider, too, these advantages: 1. No winding! 2. Quiet! 3. Dependable! 4. Accurate! G-E Clocks are priced so low you will want one in every room.



The G-E Epicure

Available in 4 attractive colors — red, ivory, green, and white

Here's another favorite: The **G-E Epicure** features a thin case of molded plastic in modern design. The large, clear dial is easy to read from any part of the room! So easy to keep clean, too. General Electric Company, Bridgeport 2, Connecticut.

Specifications subject to change without notice.

Why wind a clock today? Get a General Electric Clock and forget it!

GENERAL ELECTRIC

LETTERS TO THE EDITORS

COVER DOUBLE

Sirs:

Nebraska's version of "Mary Freeman" (*LIFE*, July 23) had just come from a swim in the Elkhorn River when her phone began to ring and her correspondents began to chant that they had seen "her picture" on *LIFE*'s cover.



Quite a similarity (above), don't you think? She's Miss Barbara Birmingham, a senior at Duquesne College, Omaha.

CARROLL W. STEWART
O'Neill, Neb.

● *LIFE*'s Mary Freeman passed her big 1951 test in the National A.A.U. outdoor meet held July 25-29. She placed first in both the 100-meter and 200-meter backstroke, missed placing first in the 300-meter medley by .8 of a second.—ED.

CICERO'S DISGRACE

Sirs:

"New Disgrace for Cicero" (*LIFE*, July 23) is an old disgrace to our nation, and the best propaganda the Communists could spread without lifting a finger. . . .

ROSEMARY A. REXFORD
Sidney, Ohio

Sirs:

I am an Army officer—a Negro Army officer—pledged to defend this country and the people in it, yet my very soul cringed in utter disgust and rebellion at this story of an American town.

I looked at the tired, resolute, disillusioned faces of that family and realized that it could have been my picture. . . .

LIEUT. FRANK B. COX
Camp Polk, La.

Sirs:

I cannot swear that we would act differently in Texas than they did in Cicero, Ill. It was not Harvey Clark but the threat of more like him which roused certain citizens of Cicero to action. The people in those photographs could be Texans, under certain circumstances.

Consequently it is not with thanks that I am not like that mob, but with fear that I am, that I enclose a contribution to help Harvey Clark repair his apartment so that it will be fit for him to move into.

JOSEPH T. BUTLER
McAllen, Texas

CONTINUED ON PAGE 8

I WEAR FALSE TEETH

yet my mouth feels fresh, clean and cool
No "DENTURE BREATH" for me*



"I keep my false teeth clean and odor-free with Polident. When my plate feels clean and fresh and cool from a Polident bath, I'm safe from Denture Breath." Mr. A. G. R., New Milford, Pa.

You know what Mr. R. means—it's a wonderful feeling to know that you're not offending friends with Denture Breath. And it's great when your plates feel clean and cool and fresh—from their Polident bath.

Remember, dental plates need the special care of a special denture cleanser. Don't brush, soak them in Polident (only about a cent a day) to keep them sparkling clean, free from Denture Breath. Get Polident tomorrow.

NO BRUSHING

Soak plate or bridge daily—fifteen minutes or more—in a fresh, cleansing solution of Polident and water.



POLIDENT

RECOMMENDED BY MORE DENTISTS THAN ANY OTHER DENTURE CLEANSER

LOOSE FALSE TEETH?



Amazing New Cream Holds Tighter, Longer than anything you've ever tried or double your money back **POLI-GRIP**

Made and guaranteed by POLIDENT



Hay fever and allergy sufferers—
don't let pillow allergies keep you awake!



LOOK FORWARD TO THE MOST HEALTHFUL, RESTFUL SLEEP OF YOUR LIFE—NIGHT AFTER NIGHT ON THE PLAYTEX PILLOW!

ONLY pillow proved safe from germ reinfection—

PLAYTEX® INSURES HEALTHIER, MORE RESTFUL SLEEP!

Healthier—PLAYTEX is the world's *only* pillow proved to inhibit the growth of germs, combat germ reinfection. It's allergy-free, dust-free, mildew-proof!

More restful—PLAYTEX exclusive "staggered-core" cradles your head in the most restful position, has millions of tiny air cells that actually "breathe," make sleeping a pleasure on warmest nights!

And if you like to sleep on a bigger, wider, plumper pillow, PLAYTEX now offers the new "KING-SIZE" pillow—the ultimate in pillow comfort and luxury!

You'll see the difference PLAYTEX makes in how you sleep—in how you feel the next morning. You'll agree, there's no pillow—foam or feather—like PLAYTEX, America's greatest pillow value!

PLAYTEX NOW ADDS KING^{SIZE} TO YOUR CHOICE OF PILLOW HEIGHTS!

"Regular" Height Pillow, in white, pink or blue extra-fine Sanforized cotton cover \$8.95

"Extra Plump" Pillow, in white, pink or blue extra-fine Sanforized cotton cover \$9.95

"King-Size" Pillow, longer, wider, plumper \$10.95

Non-slip rayon satin covers or zippers slightly higher
All prices slightly higher in Canada and Foreign Countries



This
GOLD SEAL GUARANTEE
is your assurance of
the finest pillow
money can buy.
Look for it on the
Playtex Pillow box.

Beautifully gift-packaged.
At department stores,
furniture stores and
sleep shops everywhere.



DAYTIME HIT! PLAYTEX presents ARLENE FRANCIS in
"Fashion Magic." CBS-TV Nationwide Network. See local
papers for time and channel.

INTERNATIONAL LATEX CORPORATION, Playtex Park, Dover Del.

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PLAYTEX LTD., Montreal, Canada

Blend-ability*

**MAKES YOUR DRINK
TASTE BETTER**



Ordinary soda water won't give you blendability. Neither will plain water. But Sparkling Canada Dry Water has blendability—the ability to point up the flavor of any drink... to make all drinks taste better.

Here's why:



Exclusive "FLAVOR-BALANCED FORMULA"

Canada Dry takes several important mineral salts, refines them, compounds them with masterly skill. Result: a club soda with all elements perfectly balanced... ready to make every kind of drink taste better.



Exclusive PURITY PROCESSING

Canada Dry painstakingly purifies every drop of water that goes into its club soda. You can count on the same high degree of quality and purity in Sparkling Canada Dry Water everywhere you buy it.

* The ability to point up the flavor of any drink



Always ask for it at your favorite bar



WORLD'S MOST POPULAR CLUB SODA

LETTERS TO THE EDITORS

CONTINUED

Sirs:

As a peaceful man, I think Clark was unwise to precipitate a riot. As a combat veteran, I would have gutted the punk pictured on page 23 instead of just nicking him. As a Southerner, I laugh at the meddlesome damyankees who tell us how to run our affairs.

DONALD R. MEADE

Winter Park, Fla.

Sirs:

The real tragedy is that a university graduate should be forced by racial discrimination to stoop so low as to try to live among the brutish blockheads of Cicero.

GEORGE E. WOODYARD JR.

Bellflower, Calif.

Sirs:

If I lived in Cicero, I too would resent the intrusion of Negroes into white areas because 1) I don't desire to live next door to colored people and 2) when Negroes invade a territory all property values decrease. . . .

EMORY L. HAND

Alexandria, La.

Sirs:

If Cicero is as bad as has been pictured, why are others fighting to become part of our town?

L. F. SUMERACKI

Cicero, Ill.

Sirs:

Yes, it would be a disgrace to have a Negro living among the white. . . .

C. F. LEVINGSTON

Baytown, Texas

Sirs:

The members of Zion Evangelical & Reformed Church are forwarding you \$100 as a start toward refurbishing the Clarks' home. . . .

PASTOR ARTHUR VAN CAMP

Buffalo, N.Y.

Sirs:

. . . LIFE does a real public service in bringing these sore spots to the forefront. I'm proud to be a LIFE subscriber; keep up the good work.

WILLIAM H. LANE

Dayton, Ohio

PET BLUEBLOOD

Sirs:

John Reed, who is buried next to Lenin in the Kremlin, was Harvard '10, not '15, as stated in "The Reds"

CONTINUED ON PAGE 9

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MEMO

Don't forget to pick up extra ice for tonight!



All you want!

When you want it!

Convenient!

Inexpensive!

Extra ice means extra sparkle in the drinks...extra enjoyment for the guests. Ice Cubes, Crushed Ice or Block Ice are readily available at convenient Ice Vending Machines or Ice Stations. Consult your classified telephone directory or phone your local Ice Company for the address of the one nearest you.

Be Sure to

GET PLENTY

of Genuine*

ICE

* Genuine ice is the pure, crystal-clear, taste-free, hard-frozen, slow-melting kind supplied exclusively by your local Ice Company.

Always look for these

FAMOUS NAMES

at...

**YOUR
DRUG STORE**

**... where you pay
no more for the widest choice
of the finest products.**

Lining the shelves of your nearby drug store are hundreds of great names like these—each a leader in its field—each having a special and vital part in the health and welfare of your family.

Shop at your drug store where there's an unlimited selection—best dollar values—quality that's tested and proved. Rely on these Famous Names that go with better living.

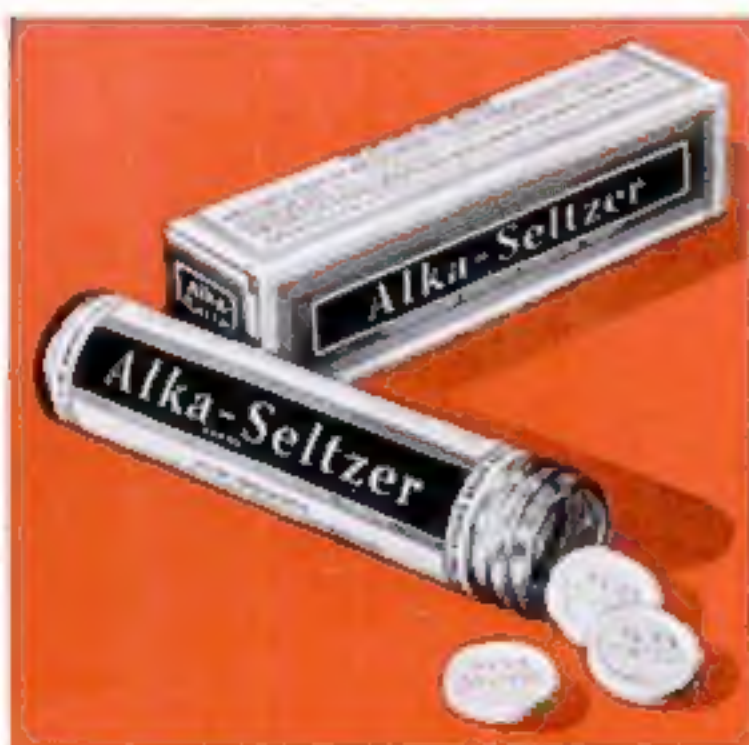


YOUR DRUGGIST RECOMMENDS

VICKS	KLEENEX
ANAHIST	SERUTAN
TAMPAX	ACE COMBS
LISTERINE	DR. WEST
KOTEX	R.D.X.
Pepto-Bismol	PERSONNA BLADES
SCHICK	<i>Richard Hudnut</i>
PRO-PHY-LACTIC	<i>Johnson-Johnson</i>
Alka-Seltzer	<i>Silver STAR BLADES</i>
FRESH	5-day deodorant pads
WILDROOT	MURINE
GEM BLADES	<i>Stopette</i>
<i>Toni</i>	<i>LAVORIS</i>
PAL BLADES	<i>Peppermint</i>
PRO "59" Toothbrush	WAMPOLE'S
<i>Rayve</i>	ONE DAY
EVEREADY SHAVING BRUSHES	



MURINE FOR YOUR EYES—For quick relief when your eyes feel tired from overwork or the effects of sun, wind, dust, light, glare, put two drops of Murine in each eye. Right away Murine makes your eyes feel good. Always keep Murine handy.



ALKA-SELTZER... Dissolve one or two tablets in water and take for fast relief from headaches! **FIRST AID**, too, for relief of acid indigestion, distress of colds, muscular aches and pains. Keep Alka-Seltzer in 25 tablet size handy for the family.



NEW! RICHARD HUDNUT Children's Home Permanent... the first home permanent especially created for children's fine-textured, soft, limp hair. Safe, gentle, mild and so easy to use. Wonderful, too, for adults' hard-to-wave hair. Laboratory and salon tested. \$1.75 plus tax.



PEPTO-BISMOL helps relieve upset stomach—Hospital tests prove it works where soda and alkalizers fail—not in stomach alone, but in the intestines below the stomach where trouble often occurs! Take Hospital-Tested Pepto-Bismol and feel good!

AVAILABLE IN CANADA AS PEPTO-BESMAL

This advertisement sponsored for the Druggists of America, leading drug manufacturers, and wholesalers by

McKESSON & ROBBINS INCORPORATED

AND IN CANADA BY NATIONAL DRUG AND CHEMICAL CO OF CANADA, LTD.

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In **FATIMA** the Difference is **QUALITY**



"Naturally, I'm a FATIMA fan...
and you'll be too, once you've
smoked a pack...What a flavor!
—And they're really extra mild."

Jack Webb

STAR OF "DRAGNET", FATIMA'S AWARD-
WINNING RADIO PROGRAM ON N. B. C.

**FATIMA—BEST OF ALL
LONG CIGARETTES**

Copyright 1951, Lobett & Myers Tobacco Co.

LETTERS TO THE EDITORS

CONTINUED

Pet Blueblood" (Life, July 23). He was not an editor of the *Crimson* but of the *Lampoon*, showing that a man can gain recognition of sorts even after the most unpromising start.

JOHN J. SACK

The Harvard Crimson
Cambridge, Mass.

SPEAKING OF PICTURES

Sirs:

Any publication will print photos of beautiful girls doing nothing whatsoever. Why then must a cat jump off precipices (Speaking of Pictures, Life, July 23) to find space in your pages? In



protest to this my cat sends a picture of herself (above) doing nothing whatsoever and looking beautiful indeed.

HOWARD FRANKL

Los Angeles, Calif.

BOY WHO WOULDN'T SMILE

Sirs:

"The Little Boy Who Wouldn't Smile" (Life, July 23) is one of the finest articles I have ever read.

D. R. WOODBURY

Saco, Maine

Sirs:

This is one of the most unforgettable series of pictures to come out of this or the last war. . . .

PETE L. MORSE

Wilmette, Ill.

Sirs:

The picture of the little Korean boy who wouldn't smile impressed me so profoundly that I burst into tears. . . .

HELEN E. STEVENSON

Chicago, Ill.

Sirs:

Michael Rougier captures all the poignancy of our children. Our coun-

CONTINUED ON PAGE 11

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Still the same low,
low prices for the blades
that guarantee*

MORE SHAVES!

BETTER SHAVES!

PAL

Hollow Ground

DOUBLE or SINGLE EDGE



now in clear-view
zipaks with
used blade vaults

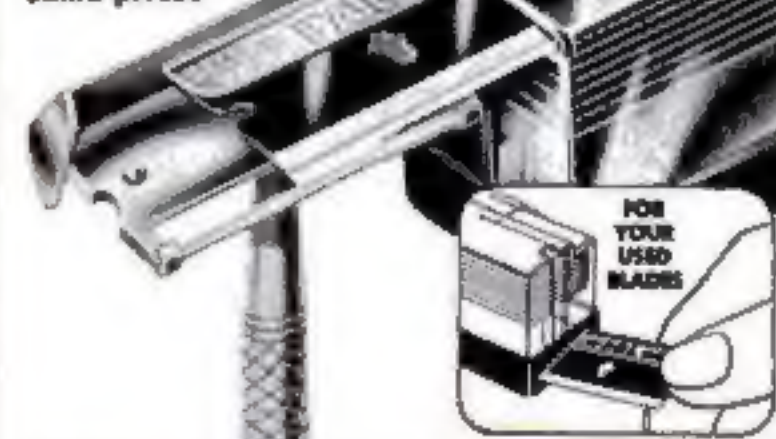
SEE your fresh blades...
DISPOSE of used blades

44 for 98¢

21 for 49¢ • 10 for 25¢

Regular Packing, 4 for 10¢

Also Pal Double
Edge GOLD THIN
same prices



INJECTOR SHAVERS! You must try

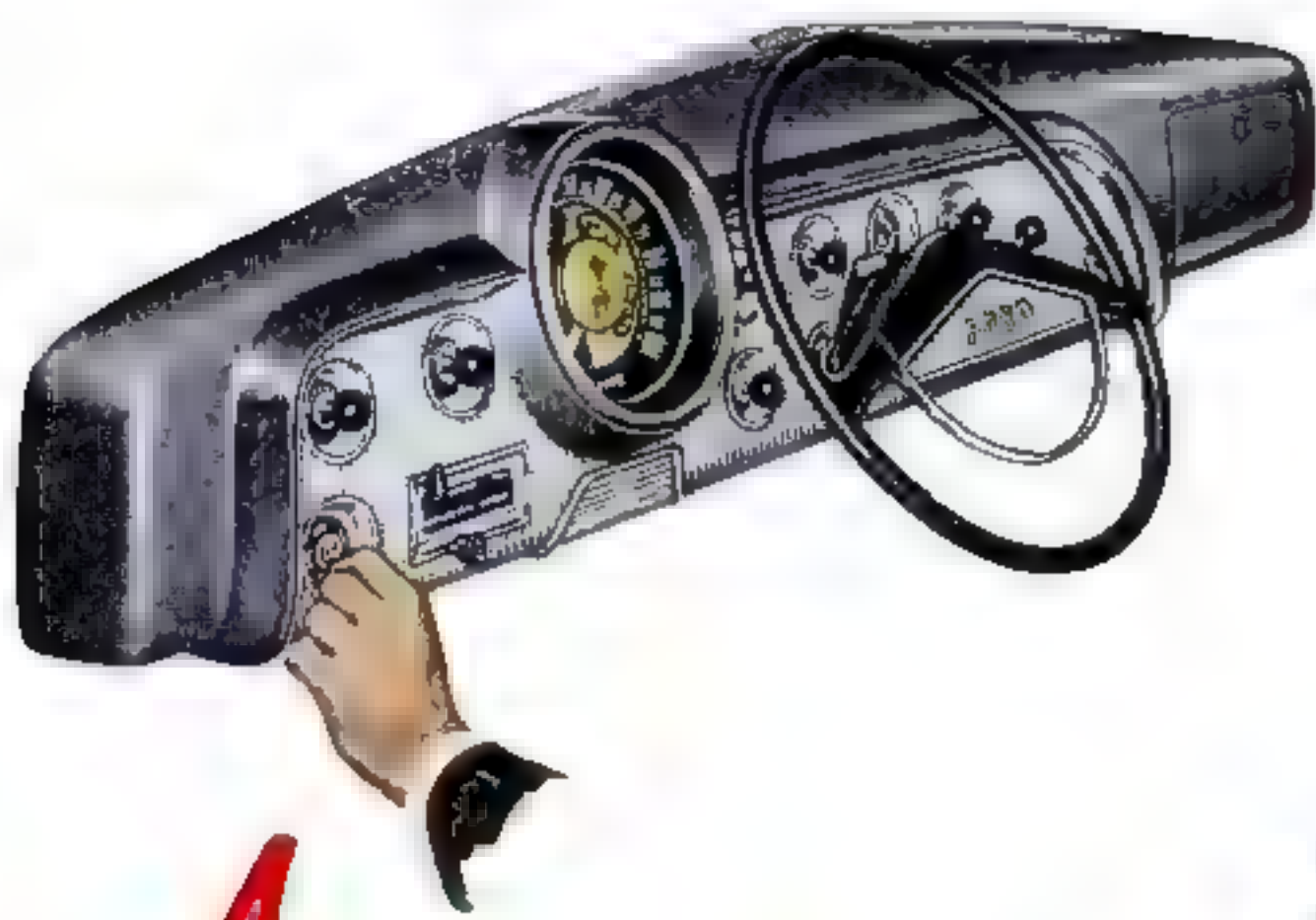
PAL HOLLOW GROUND INJECTOR BLADES

in metal injectors **20 for 59¢** 10 for 39¢
6 for 25¢

* **MONEY BACK GUARANTEE!** Buy Pals! Try Pals! Use as many blades in a pack as you wish. If you're not enthused, return dispenser to us for full refund. Pal Blade Co., Inc., 43 West 57th Street, New York 19, N. Y.

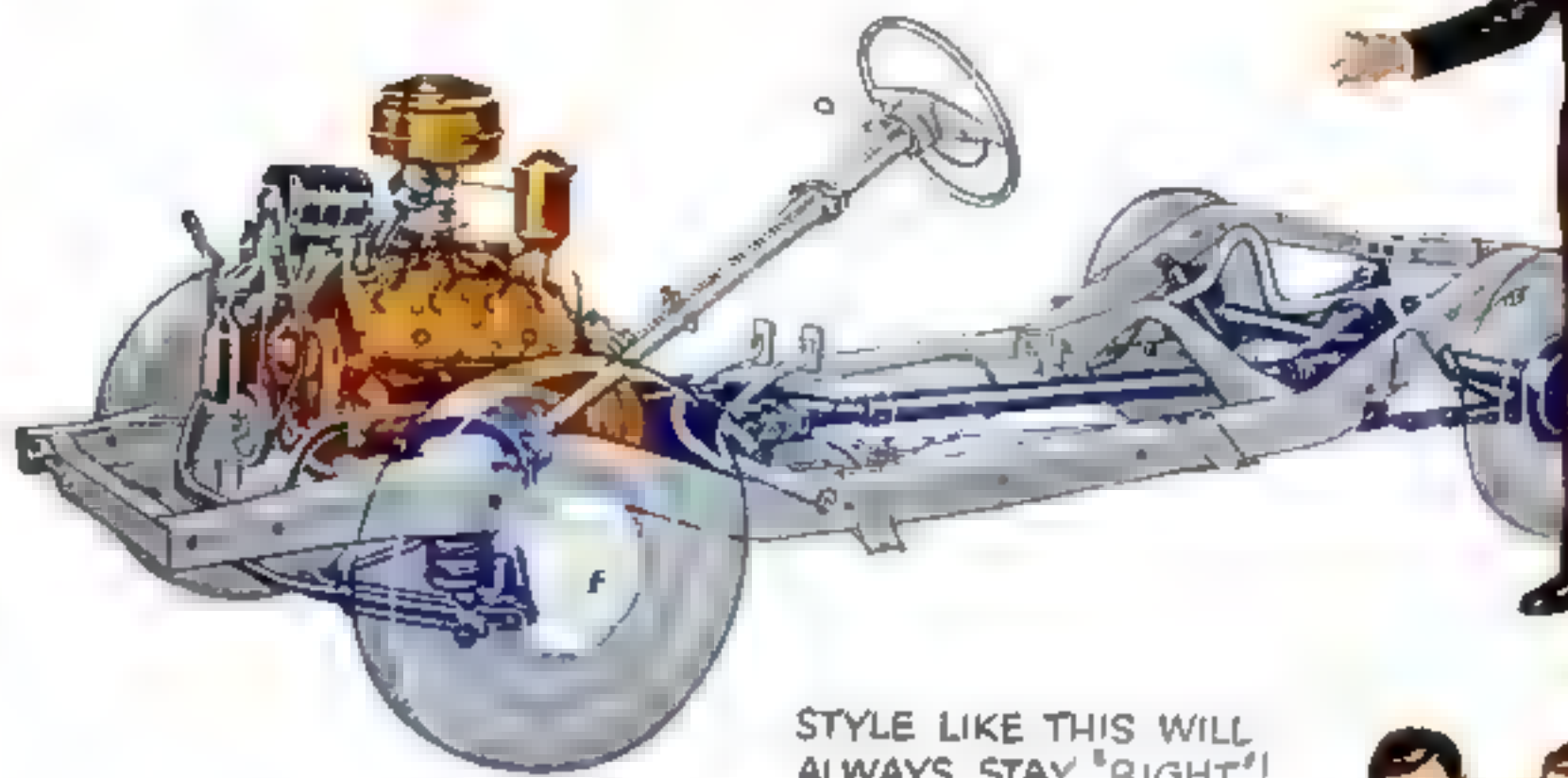
PAL—Your Best Blade Buy!

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TURN THE IGNITION KEY—THE ENGINE GOES INTO ACTION! NO FUSS. NO FUMBLE. STARTS ARE "INSTANT-QUICK"!

NO ROLL—NO PITCH—NO JOUNCE! AUTOMATIC RIDE CONTROL LITERALLY "IRONS OUT" THE ROAD!

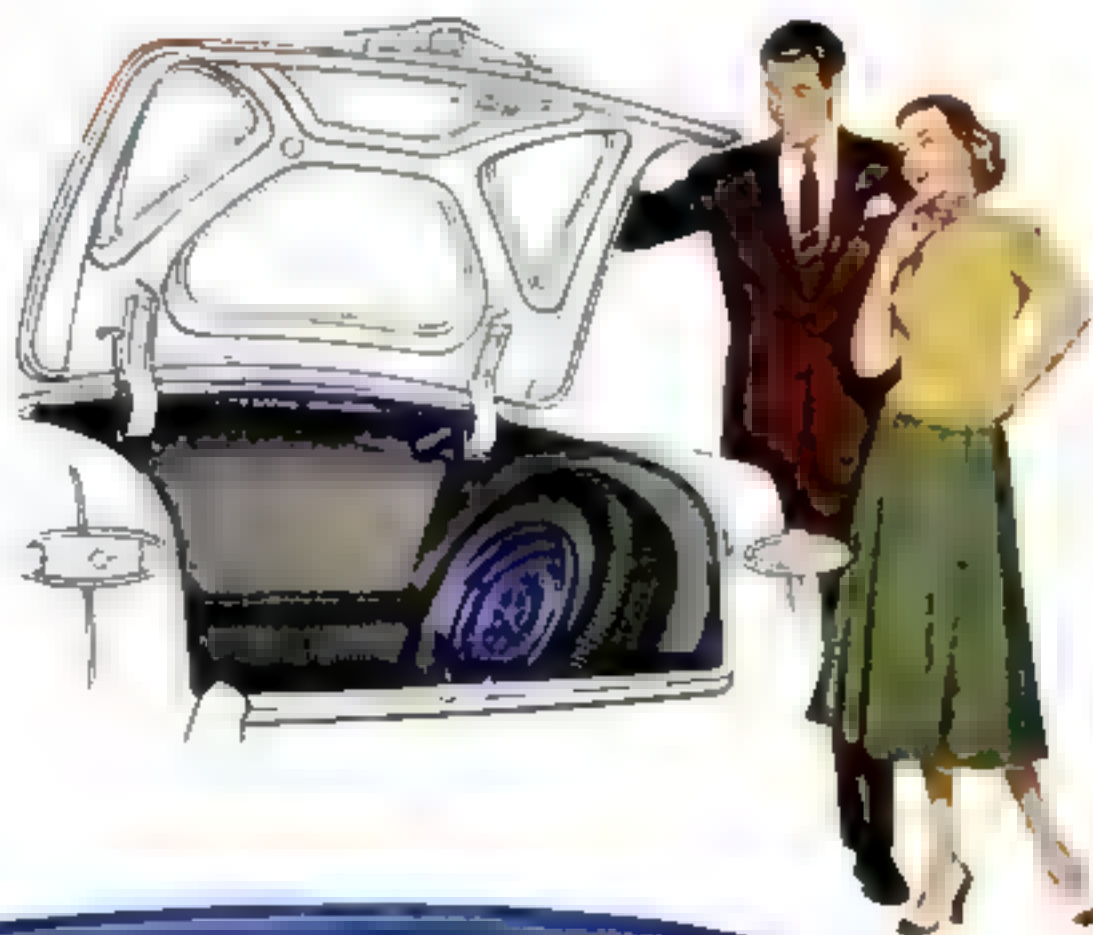


STYLE LIKE THIS WILL ALWAYS STAY "RIGHT"!

THOSE FORDCRAFT FABRICS ARE LOOMED TO LAST AND LAST

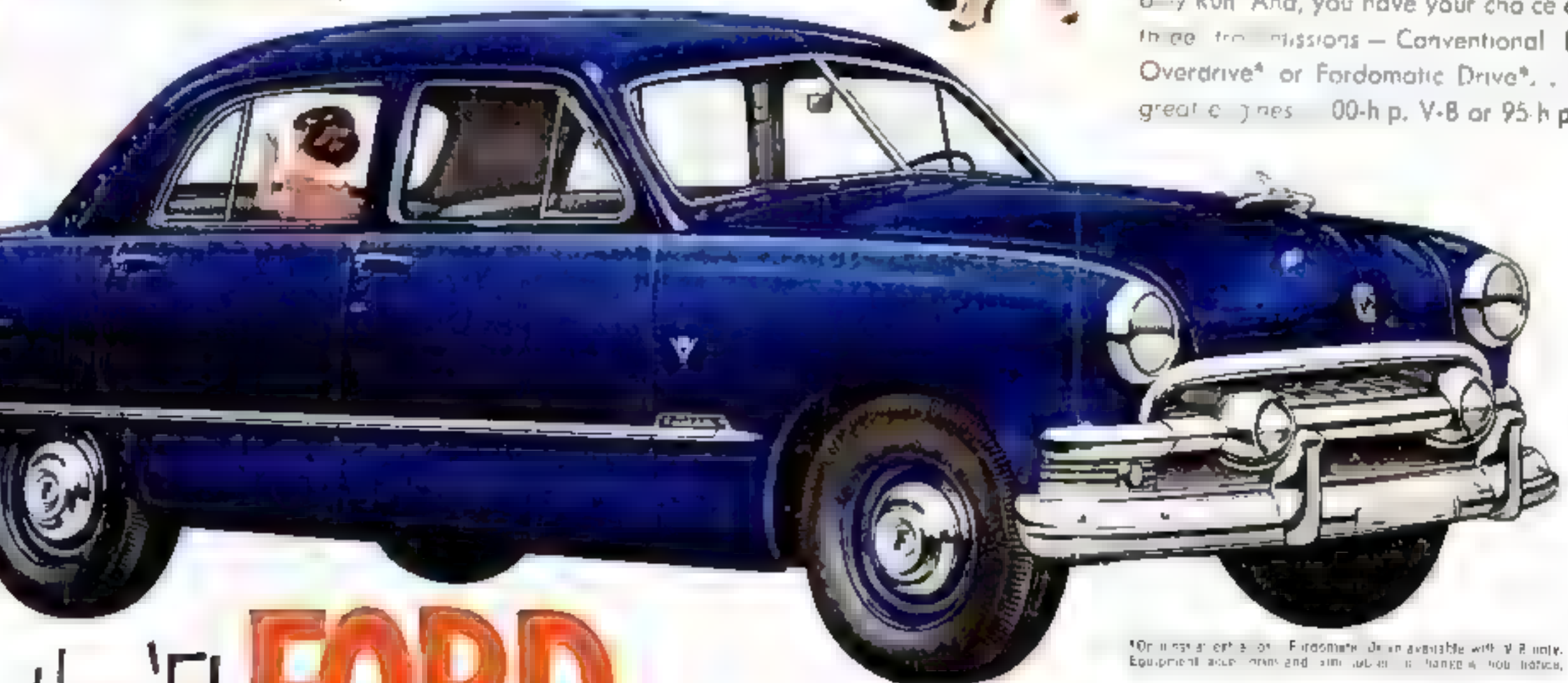


A KEY-TURN AND THE DECK LID PRACTICALLY LIFTS ITSELF!



A "Test Drive" will show you why the '51 Ford is the one fine car in its field! You'll find it's big where bigness counts, with the most hip and shoulder room in its class... largest luggage compartment, too. It gives you such advanced features as the Automatic Mileage Maker which helped place Ford first in its class in the Mobilgas Economy Run. And, you have your choice of... three transmissions—Conventional Drive, Overdrive* or Fordomatic Drive*. . . two great engines—100-h.p. V-8 or 95-h.p. Six!

THOSE BEAUTIFUL BAKED-ON COLORS WILL KEEP THEIR SPARKLE FOR YEARS!



See Ford F-1 and F-2 on NUC TV

*Optional extra on Fordomatic Drive available with V-8 only. Equipment also shown and simulated on other models.

the '51 **FORD**

You can pay more but you can't buy better!



Copy 1951 by West-Lakeside Company

Photograph by Baurman

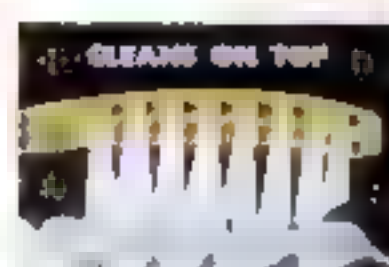
NEWS ABOUT
DR. WEST'S

60¢

4 out of 5 need new toothbrushes !

It was the strangest "beauty contest" ever held. The "contestants" were toothbrushes—over 8,000 of them taken from American bathrooms. The judges were members of the American Dental Association. *4 out of every 5 of these brushes were judged worn out or unsanitary . . . ineffective or actually unsafe to use!* Toss out the toothbrushes in

your home with frayed or broken bristles and the unsanitary-looking ones. Replace them with new, precision-made Dr. West's Miracle-Tufts—unsurpassed for thorough cleansing and long life. There's a Dr. West's brushhead design and bristle-texture to meet every personal preference or specific brushing need. See them at lower right. Each 60¢.



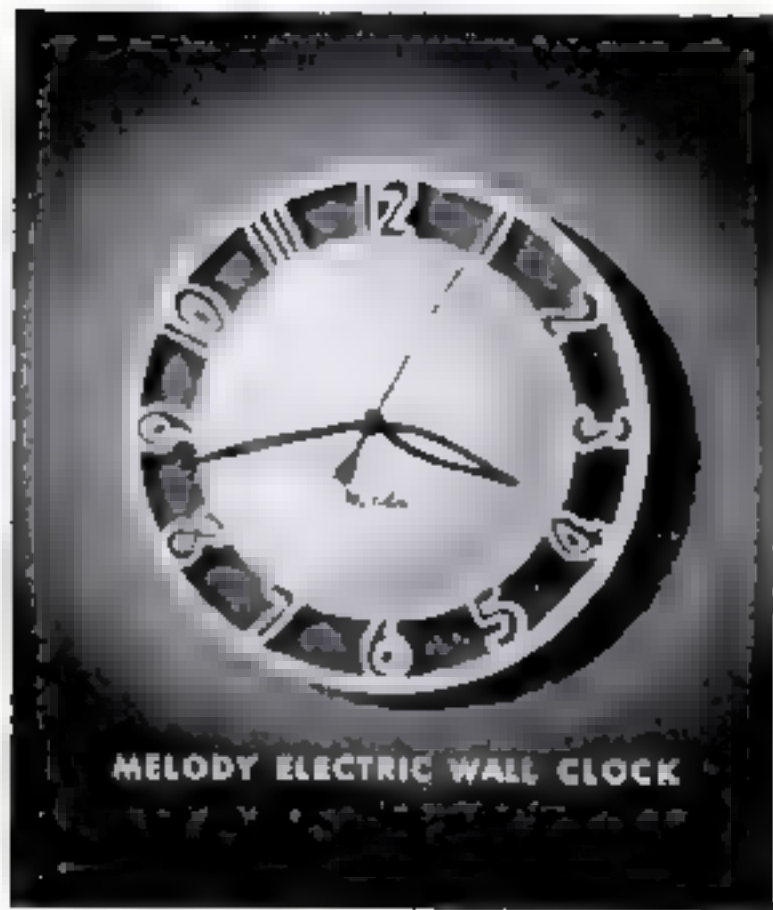
Double-Convex
"Regular"

Two-Row
"Professional"

Straight-Top
"Oral"

Three-Row
"Powder"

Everything you've
ever wanted in
a wall clock...



—as colorful as can be!

Melody is the name of this versatile Westclox—definitely a new note in wall clocks. Gracefully designed to be in tune with any room. And offering a variety of color choices to harmonize with any decorative plan. The man in your life might hesitate to use the word "charming" . . . but he'd burst right out with "Darned clever."

Actually, Melody's both—and colorful as can be! The price is sweet music, too. Only \$6.95.



Look at Melody's distinctive features

Melody mounts flush on wall because "works" are up front in rounded case. Exposed hands and three-dimensional numerals are easy to read from any angle.

Want quick color change? Flip out case ring, flip it over—and there's another color! Ring comes in a variety of colors to blend with any decorative plan.



Desire a particular shade? You can easily paint or enamel the case ring to suit yourself. Or remove ring entirely so that wall color shows through.

Surprise cord is neatly concealed in Melody's cleverly-recessed back. Time-set knob is located conveniently in front. Diameter is only eight inches.



Price quoted does not include tax and is subject to change.

WESTCLOX

Electric Clocks

Made by the makers of Big Ben

PRODUCTS OF **GT** CORPORATION
GENERAL TIME

LETTERS TO THE EDITORS

CONTINUED

try today is a nation of lost children, but my government is doing everything it can to build orphanages and minister to these innocent waifs. . . .

YOU CHAN YANG
Korean Ambassador
Washington, D.C.

Sirs:

My heart went out to Kang Koo Ri. I want desperately to send him gifts from time to time. Is this possible?

Mrs. DONALD S. MILLER
Philadelphia, Pa.

• Contributions can be sent on to American Relief for Korea, 133 E. 39th St., New York 16, N.Y.; or to: CARE, 20 Broad St., New York 5, N.Y.; or to: Save the Children Federation, 80 Eighth Ave., New York 11, N.Y.—ED

CORTISONE

Sirs:

The word "ounces" under the lead photograph in "Cortisone from Giant Yam" (LIFE, July 23) should read "grams." Two ounces of crystalline cortisone could not fit in the vial shown

W. J. LEANZA

New York, N.Y.

• LIFE should have said two grams.—ED.

MISPLACED GENERAL

Sirs:

The officer holding his poncho in "Rudgway Gets Tough, Reds Take It" (LIFE, July 23) is not Major General Craigie but Major General Henry Hodges. He commanded the 112th Inf. Regt. in World War II.

CAPTAIN GUY T. PIERCEY
Denver, Colo.

TO **LIFE**

CONTEST FOR YOUNG PHOTOGRAPHERS

P. O. BOX 10
NEW YORK 46, NEW YORK

Sirs:

I understand that to enter LIFE's Contest I must be 30 years of age or under through Dec. 31, 1951, be a resident of the U.S., its territories or possessions or a member of the U.S. Armed Forces on active duty and have had at least one of my photographs published. Please send me an entry blank and complete rules.

NAME.....

ADDRESS.....

100 CASH PRIZES

TOTALING \$15,000

oh-oh! **DRY SCALP!**



WHY DOES A REALLY
GOOD-LOOKING MAN LET
DRY SCALP RUIN HIS HAIR?
I THOUGHT EVERYBODY
KNEW ABOUT 'VASELINE'
HAIR TONIC!

IT PAYS BILL!

Bill's a new man now . . . thanks to 'Vaseline' Hair Tonic. A few drops a day keep Dry Scalp away . . . keep hair looking neat and "just-right"! You check loose dandruff . . . relieve itchy scalp when you use 'Vaseline' Hair Tonic. It supplements natural scalp oils . . . gives double care to scalp and hair. Contains no alcohol or other drying ingredients. Try it!



Hair looks better...
Scalp feels better...
when you check **DRY SCALP** with

Vaseline HAIR TONIC

TRADE MARK ®

VASELINE is the registered trade mark of the Chesebrough Mfg. Co., Cons'd



SPEAKING OF PICTURES

**A photographer captures
moods of young campers**

Summer camp frequently is both a relief and a worry to the parents of millions of American children who make the annual migration. For parents who wonder what the kids really do on their vacation, these pictures provide an intimate and heart-warming answer. Barbara Morgan, whose own children went to Camp Treetops in upper New York State, has been taking pictures there for 15 years. In her new book, *Summer's Children* (Morgan & Morgan, Scarsdale, N.Y., \$7.50), from which these photos are taken, she charmingly records the warmth, and care-free happiness of life at a good summer camp.

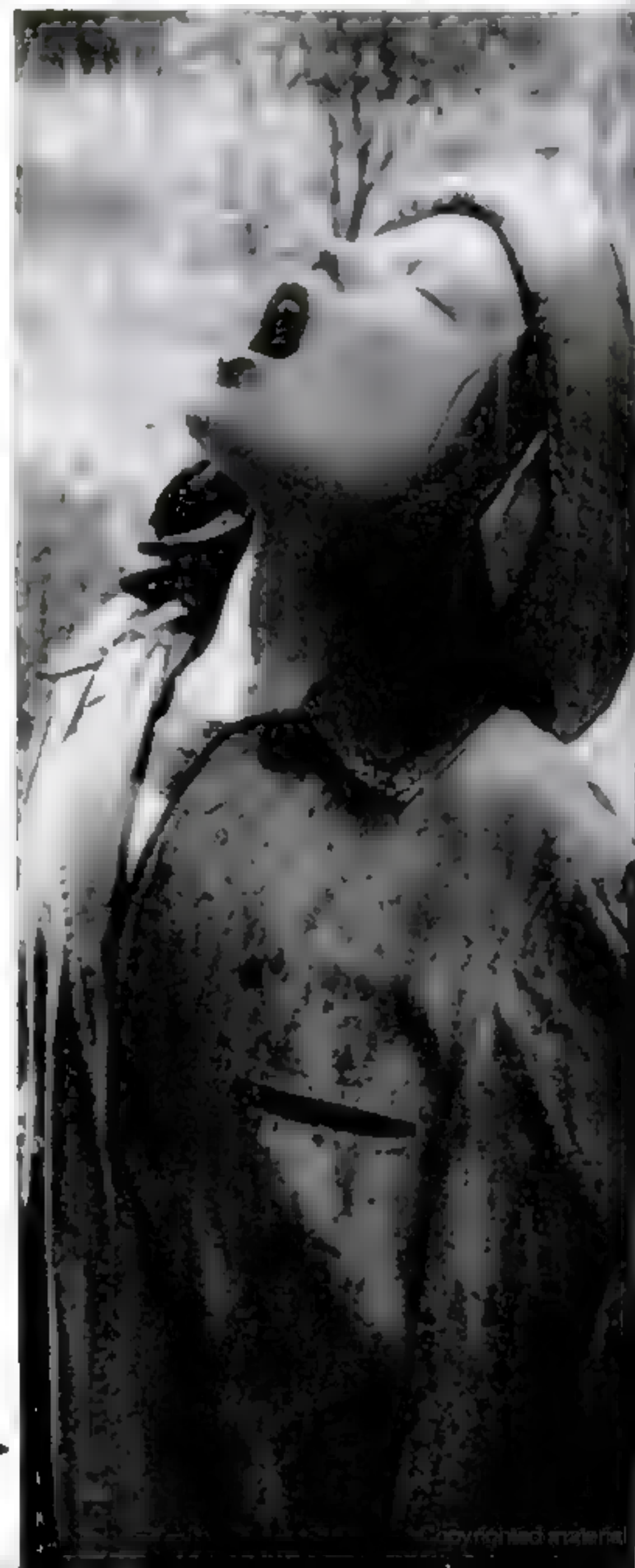
BARN CHORES are optional at Camp Treetops, but most children like to sign up for them. Camp feels

it is very important for a child to have to take care of an animal which is absolutely dependent on him.



AFFECTION between campers and counselors is a vital element in any camp. Here Mrs. Morgan has

caught a child attracting a counselor's attention, being recognized (center) and confiding in him (right).





"FOR PONY EQUITATION" (horsemanship) a little girl gets one of camp's awards. Treetops feels

prizes can be overemphasized, makes what awards it does give of impermanent material- like crepe paper.



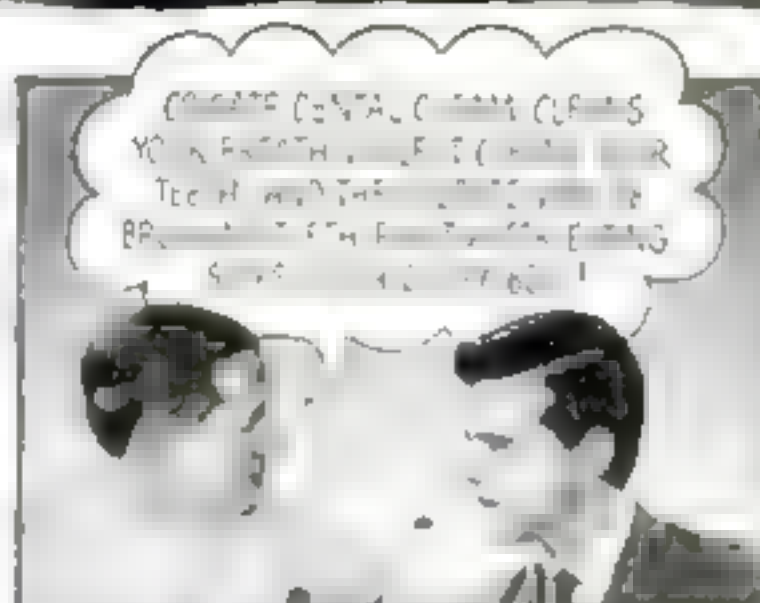
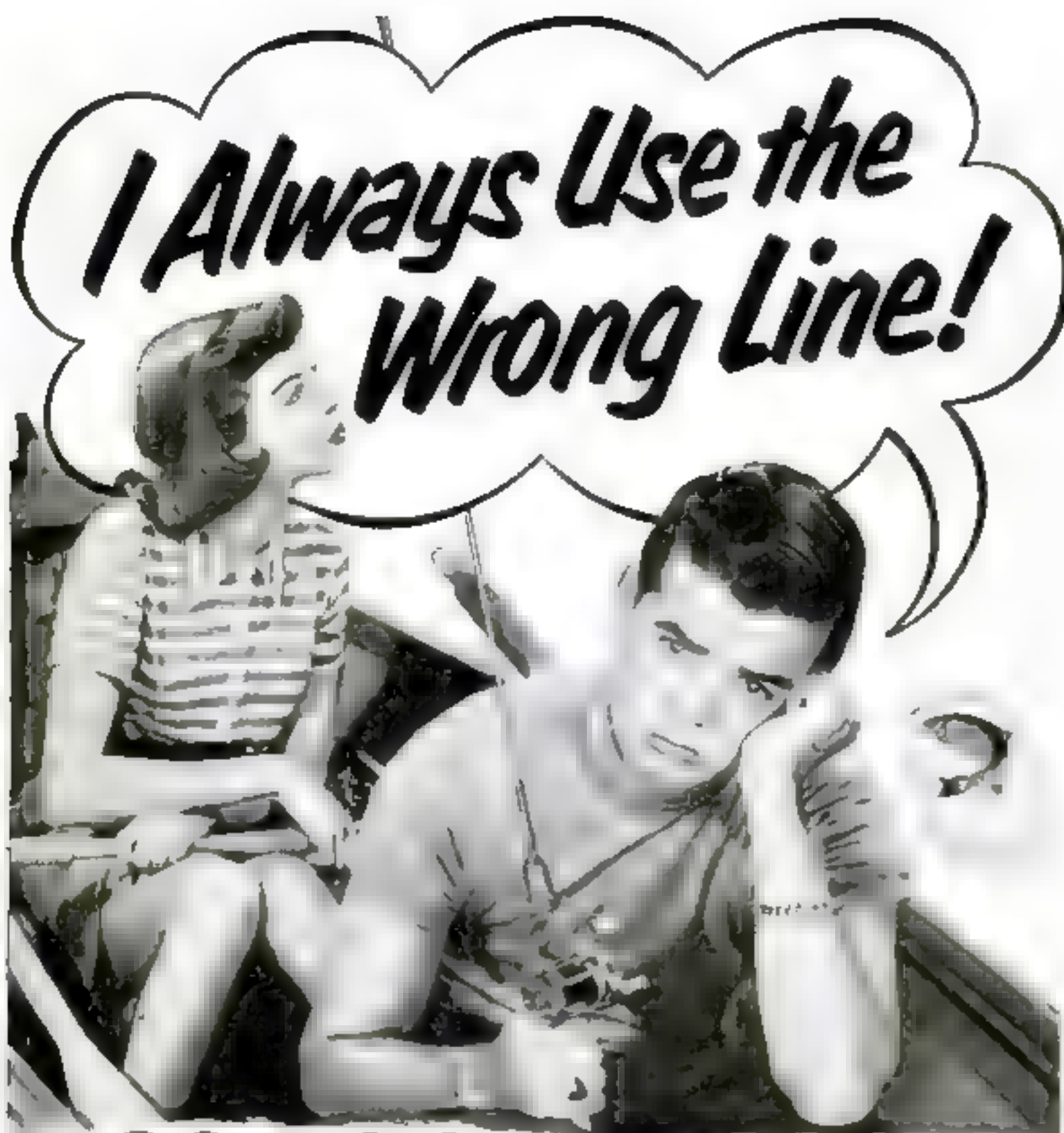
VISITING PARENT engulfs daughter in big hug. But he had to wait until end of rest hour to see her.



BEE STING shuts a camper's eye. Kids are encouraged to joke, even boast, about their minor ailments.



AFTER NAP two boys attempt to decide whether they will condescend to go fishing with each other



READER'S DIGEST* Reported The Same Research Which Proves That Brushing Teeth Right After Eating with

COLGATE DENTAL CREAM STOPS TOOTH DECAY BEST

MOST THOROUGHLY PROVED AND ACCEPTED HOME METHOD OF ORAL HYGIENE KNOWN TODAY!

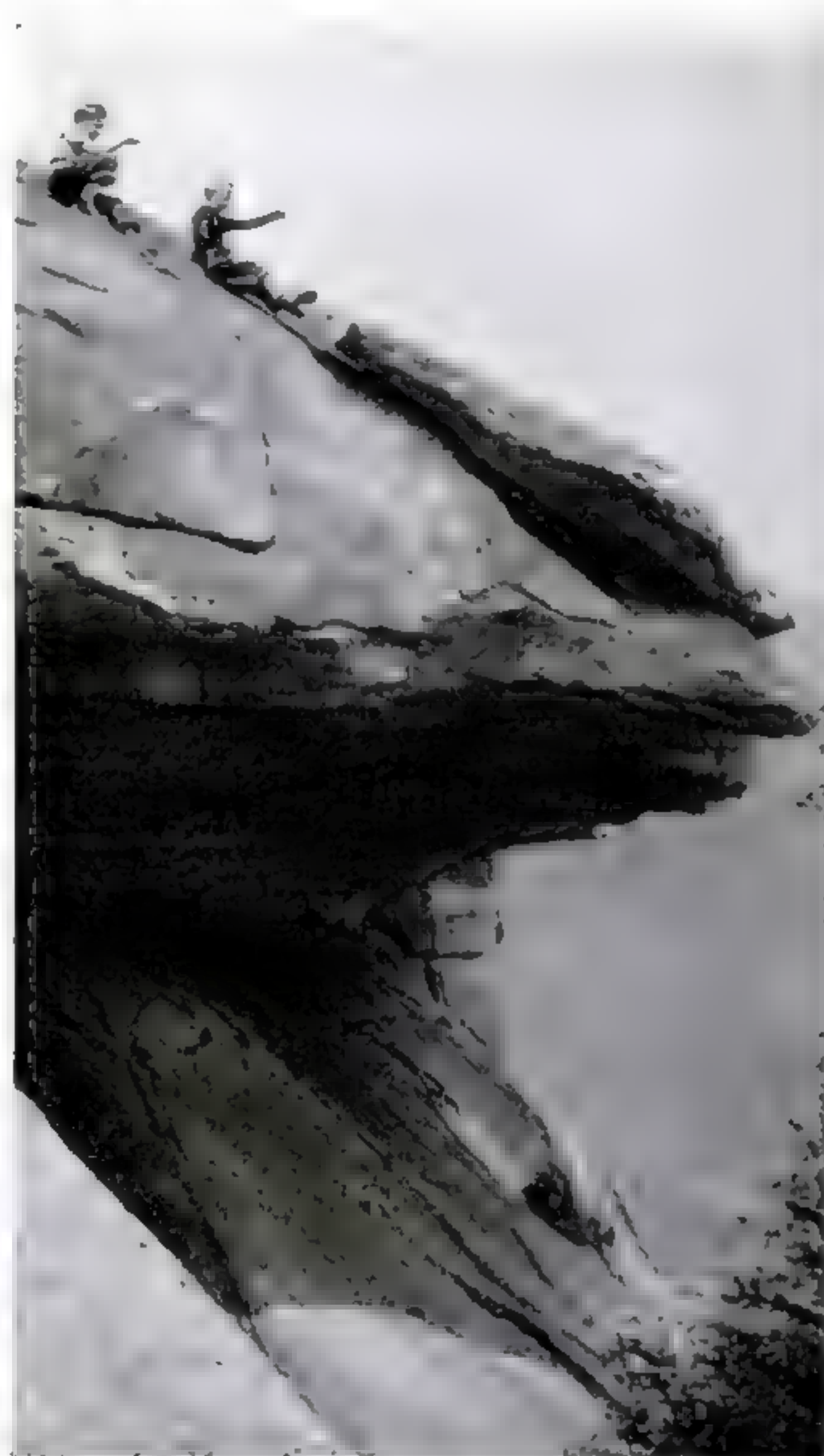
Reader's Digest recently reported the very same research which proves that the Colgate way of brushing teeth right after eating stops tooth decay best! The most thoroughly proved and accepted home method of oral hygiene known today!

Yes, and 2 years' research showed that the Colgate way stopped *more* decay for *more* people than ever before reported in dentifrice history! No other toothpaste or powder—ammoniated or not—offers such proof—the most conclusive proof ever reported for a dentifrice of any type!

Use Colgate Dental Cream
✓ To Clean Your Breath
✓ While You Clean Your Teeth—
✓ And Help Stop Tooth Decay!



*YOU SHOULD KNOW! Colgate's, while not mentioned by name, was the one and only toothpaste used in the scientific research on tooth decay recently reported in Reader's Digest.



ON A MOUNTAIN two boys on a ledge look for familiar sights in the valley below. Said one, "Wouldn't the Empire State Building look silly down there?"



IN A BOAT small campers set off across lake. They are not unsupervised—a counselor is nearby in another boat in the event that any trouble develops.

Built to OVERPOWER interference

BLACK-DAYLITE TELEVISION

Good news for millions
in poor TV Reception Areas



Effect of interference in many old navy sets



How G-E Chassis "A" overpowers interference

Side by side, there's no comparison!

Now, enjoy the picture that's *proved* outstanding—not only in areas far from transmitters but also in nearby locations where man-made interference often ruins reception in many receivers. Side-by-side comparisons show the G-E picture is unexcelled in stability, sharpness, realism—no matter where you live! See the TV that's built to overpower interference...see General Electric.

Newest models are at your dealer's now.

General Electric Company, Electronics Park, Syracuse, N. Y.



Model 17C109. Big 17-inch G-E rectangular black tube.

Furniture that's the
envy of your guests!

• Beautiful example of 18th century styling. Genuine mahogany veneered cabinet, polished to a satin luster. Matched swirl-figured, full-length doors add a note of charm.



What makes the big difference? The great G-E Chassis

• Here's the heart of G-E Black-Daylite Television. The great "A" Chassis...an electronic team that's built to overpower interference and bring out a strong signal in weak signal areas!

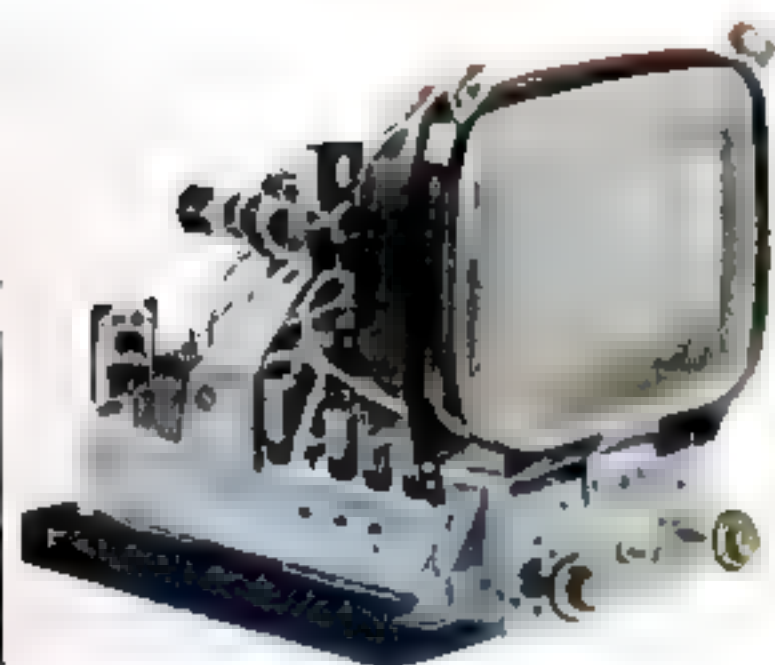
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• A single control automatically gives you the best sound with the best picture. Simplest tuning ever—so easy it's child's play!

Faces any direction
with the push of a finger!

• Hidden, non-marking swivel casters take the "tug and pull" out of moving your set—turns easily to any viewing angle.

Prices range from \$479.95 to \$775.00 including Federal Excise Tax. Installation and picture tube protection plan extra. Prices subject to change without notice, slightly higher West and South.



You can put your confidence in—

GENERAL



ELECTRIC

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Imagine! Stills or movies in gorgeous natural color...at a price you can afford!

Soft flesh tones, natural foliage, pastel-blue skies . . . that's *Ansco Natural Color*. Every transparency, every print, every foot of movie film, gives you sparkling pictures that spring to life with nature's gorgeous panorama of color. Be sure to load your camera (f6.3 lens or faster) today, with the one and only

Ansco Natural Color Film! At dealers everywhere! Available in 120 and 620 rolls, 35mm magazines, sheets, and 8mm and 16mm movie magazines.



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LIFE'S COVER

Dean Martin, the older (34) of the two cutups on Life's cover, became a singer after a career as a steel puddler, amateur boxer and, in Steubenville, Ohio, a stickman in a gambling joint. His crooning over the dice so impressed the gamblers that they sponsored his tour with a band. Jerry Lewis, 25, is the son of former Borach Circuit performers, first got together with Martin in Atlantic City in 1946. Now when the partners relax, which is seldom (pp. 57-66), Dean shoots golf and Lewis shoots his own movies. He filmed a satire on *Sunset Boulevard* called *Fairfax Avenue*, now plans two more films: *Son of Spellbound* and *Lifeboat Returns*.

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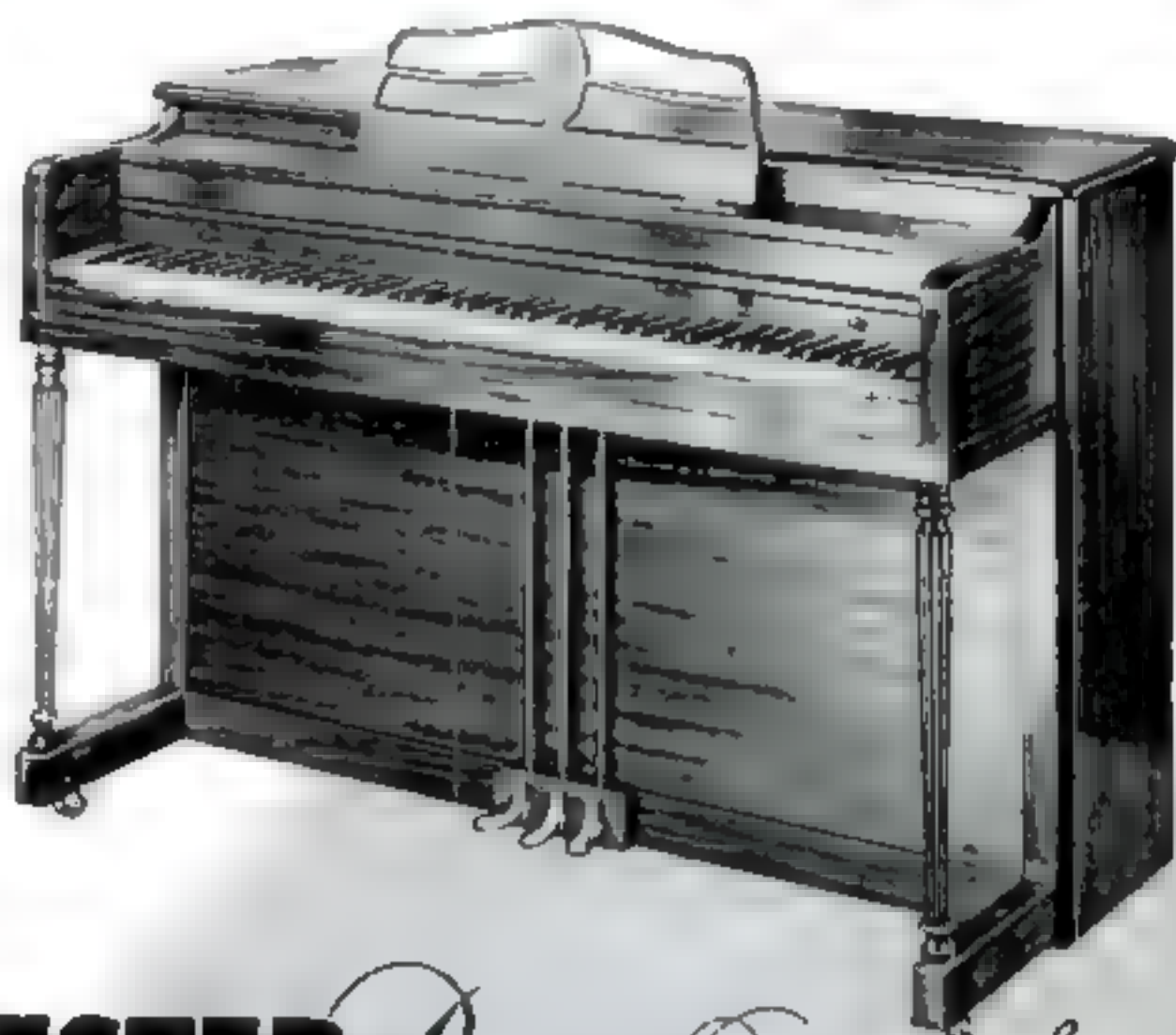
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with NEW AMPLIFIED TONE

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rides like a

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STEERING

You can stretch out more
...but you bounce less.

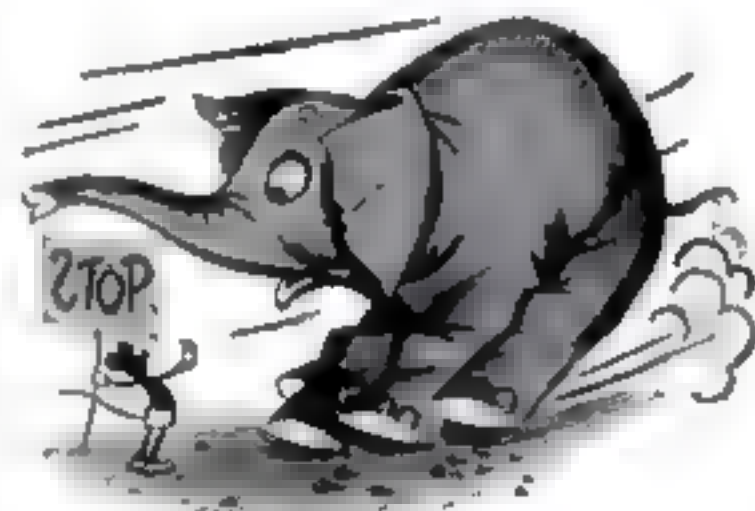
You get more power...but less work behind the wheel (*no-shift driving!*). More visibility and safer braking. If all that doesn't convert you, the *extra value* will!



ORIFLOW SHOCK ABSORBERS
SWALLOW BUMPS



COMPLETELY WATERPROOF
IGNITION SYSTEM



NO CAR IN AMERICA HAS
BIGGER BRAKES

DE SOTO DIVISION, CHRYSLER CORPORATION



DE SOTO-PLYMOUTH Dealers present "IT PAYS TO BE IGNORANT," starring Tom Howard, every week on both RADIO and TELEVISION—NBC networks.



ON THE BAKED MUD FLAT WHICH ONCE WAS RED BUTTE WATER HOLE, RANCHER VIC WATSON PLUNGES ARM INTO THE NETWORK OF ELBOW-DEEP FISSURES

A DECADE OF DROUGHT CRACKS ARIZONA

Last week most of Arizona lay parched and seared in the crisis of a 10-year drought. Reservoirs had shrunk almost to puddles. Streams had evaporated. In places the baked earth had cracked wide open and elbow deep (*above*). In towns from Williams to the Mexican border wells were drying up, tank trucks were hauling rationed water (*p. 20*). Yet across the arid land were verdant islands of alfalfa, truck and cotton (a record \$140 million crop) watered by deep wells. Paradoxically, it was in those green fields and their wells that Arizonans finally had come

to see a mortal danger to their very existence.

Ten years ago the Southwest entered a cycle of below-average snow and rainfall. To offset the deficiency, farmers drove more irrigation wells, used larger pumps. The underground water table, once as close as 14 feet from the surface, began to fall. Climatologists warned that continued pumping might destroy subsurface water reserves. The warning was ignored. This spring, after a year which brought an all-time low of only 7.5 inches of precipitation, even the rivers and lakes began to dry up. Cities and

towns turned to municipal wells for the water with which to live. Then the crisis, and the paradox of the green islands, was apparent. Exhausted by ever deeper irrigation wells, unreplenished by snows and rain, the underground water table had receded—in some places it was 1,000 feet down—beyond the reach of all but the deepest wells and largest pumps. Finally, Governor Howard Pyle ordered an emergency committee to formulate a ground-water law with teeth in it. Inescapably, Arizona had water enough for cotton or humans—but not both.



VANISHING RESERVOIR, behind Horse-shoe Dam 50 miles to northeast of Phoenix, is little more than a mud pond after 10 years of drought. Normal water

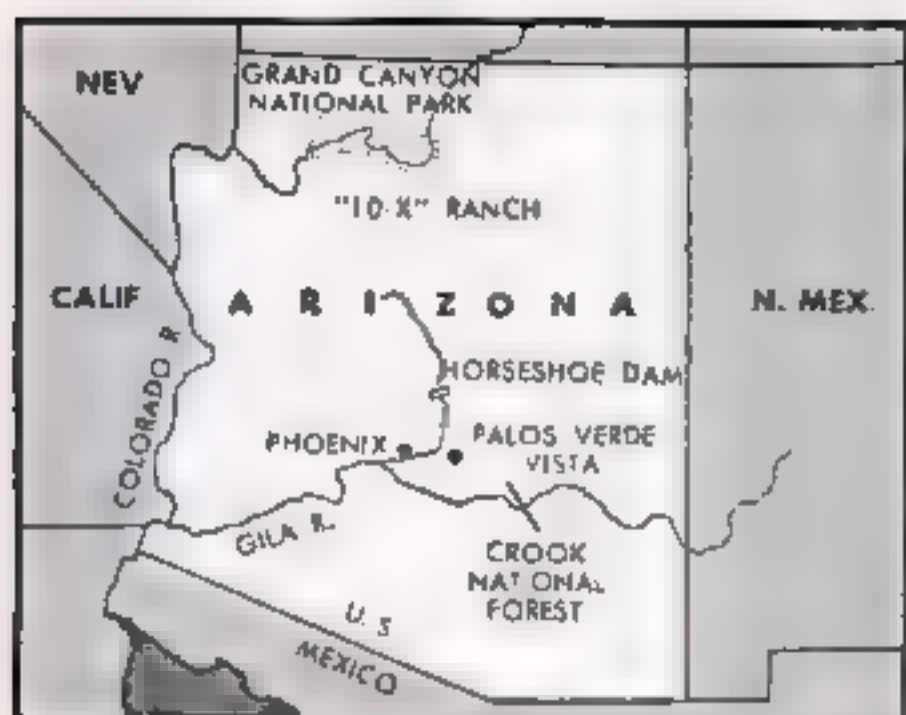
level is just below top of 150-foot tower at left. But the thirsty city has no way to reserve faster than melting snow and scant rainfall on mountains could replenish it.



NONSTOP PUMPS, like this one on 600-foot well irrigating a cotton field, have left the much shallower well of Palos Verde Vista homes (*background*) bone dry.



WASHTUB RESERVE is caught (and spilled) by the parched citizens of Palos Verde Vista from truck which hauls town's only water from a well 17 miles away.



PARCHED LAND extends from Grand Canyon to Mexico, with state capital, Phoenix, at its center.

AS DROUGHT GOES ON AND ON, IT BECOMES SELF-PERPETUATING

The pictures on these pages—the drying reservoir, the thirsty pump, the thirstier humans and the burro, dead in his tracks on the withered range—tell the story of drought's vicious capacity to perpetuate itself—in Arizona or anywhere that water is scarce and necessary. When snows and rainfall fail the upland pastures wither. Livestock graze so closely to the roots in order to live that the grasses die. Then when the rains do fall in these barren uplands the water runs off in torrents before it can be absorbed. Downstream lakes and reservoirs fill up, but with no upland reserves to replenish them they eventually dry up. In the bottom-land farms irrigation pumps must therefore work overtime, probing ever deeper to seek and drain an ever-falling water table. In parts of Arizona last month the water table was falling 37 times faster than it could be replenished.



CAUGHT IN DROUGHT, a Palos Verde Vista child drinks from pail before water becomes a bath.



DEAD FROM DROUGHT, burro's decomposing cadaver lies on the shriveled grass of Vic Watson's

10-X ranch. Since last year the constantly worsening water shortage has cost Arizona farmers \$25 million.



TWISTED WRECKAGE litters streets in the suburbs between Phoenix and Chandler after a midsummer shower swept across the hard-baked countryside.



CHARRED TREES in the Crook National Forest of central Arizona mark one of more than 250 areas destroyed in two years of forest fires across tinder-dry state.



FLASH FLOOD outside Phoenix all but maroons an automobile. But as water ran quickly off, the Arizona weatherman sadly reported, "It just wet things a bit."



FLEEING A DUSTER, little girl races down a Pinal county road as wind picks up the dried-out soil and drives it across the land, turning day into half night.

FIRES, DUST—AND A GRIM OMEN

Shrunk reservoirs, seared pastures and dried wells are some—but not all—of the manifestations of the great drought. Winds have whipped Arizona's dehydrated soil into rolling clouds reminiscent of the dust bowl of the '30s. In two months 140 forest fires swept 56,000 acres of tinder woodland. When midsummer showers fell on earth baked too hard to absorb them, flash floods endangered cities and towns which had been praying for water. Drifting sands, fierce floods and deathly dryness had brought Arizona's people close to disaster. If disaster came it would not be for lack of warnings. They lived in the shadow of a much earlier civilization (*opposite*) which centuries ago faced—and failed to solve—a similar problem.



THWARTING A DUSTER, housewives of a farming community in Gila River Valley rush to clear clotheslines of fresh washing before the blinding cloud strikes.



IRONICALLY SHIELDED FROM THE ELEMENTS,
ADOBE TOWER IS U. S. MONUMENT TO INDIANS
WHO FLED ARID GILA VALLEY 500 YEARS AGO

FOUR BOYS AND A PIANO

BEING SOME REFLECTIONS ON THE LOW STATE OF PUBLIC MORALS

THE USES OF INTEGRITY

The news from West Point is sad and shocking. By giving or taking help on classroom tests, 90 cadets violated the code of honor which has governed conduct at the Military Academy for more than a century. So they are out—discharged "under honorable conditions," but not honorably. Only a few months ago the country was shocked by the disclosure that college basketball players in New York and elsewhere had been taking bribes from professional gamblers. Now comes the news from West Point, different in kind and degree, but alike in its indication that the moral atmosphere of America today is far from what it ought to be.

Yet there are, if not compensations, at least some useful lessons in the circumstances of the West Point tragedy. First, cheating is a grave offense at the Military Academy. Second, there is no disposition among the Academy authorities and the officers of the Cadet Corps to excuse or mitigate the offense. When cheaters are caught they are thrown out—period. There is some evidence that West Point footballers, forced to study hard while also training hard, may have been the first to go in for cribbing in a big way. Here may be a condition to be corrected, but it is not offered as an alibi. Third, the givers and takers of illicit help on examinations are held equally to blame—a principle which, if applied in the matters of public morality discussed at the right, would make the businessman who buys the favors of an officeholder as guilty as the venal politician.

Major General Frederick A. Irving, the superintendent of the Academy, used a fine word to explain the harsh penalty meted out last week. The word was "integrity." Quoting the Academy's motto—"Duty, Honor, Country"—General Irving said, "Those three words mean one thing—integrity." He also said that in schooling officers the Academy must maintain "the very highest standards not only of courage but of integrity." It is a word which ought to be restored to the living language of America. In the adjoining columns we speak of a need to recover a national sense of right and wrong. A shorter way of saying it is that America needs to recover and reassert its integrity.

We were thinking about a fellow named Bill Boyle the other day when we noticed a news story from Madison, N.J. The story was about four boys, aged 6 to 9, who got into a schoolhouse and proceeded to smash a grand piano by shoving it from the auditorium stage to the floor of the orchestra pit. They splattered walls, floors and drinking fountains with paint and iodine. They flooded the gymnasium and raised hob with phonograph records and instruction films. Now they are in trouble with their parents, the police and the Juvenile Referee in Madison. But not, we'll wager, in very serious trouble. "We just had a lot of fun," the boys told the police. Every grownup who has yearned to smash a grand piano or throw paint at a wall or break a set of dishes with a baseball bat is bound to be on the side of the boys.

But wait a minute. There is, as we said, this fellow Bill Boyle and the trouble he is in. Bill Boyle, who was 9 years old 40 years ago, is chairman of the Democratic National Committee. He makes \$30,000 a year in that job, he is a bigshot lawyer back home in Kansas City, and he is a close friend of the President of the U.S. Now Bill Boyle, successful American, is in a mess. It turns out that in 1949, before he became Democratic chairman, he went on the payroll of a St. Louis printing firm which was applying for an RFC loan. The loan had been refused up to then. But a part of it was granted right after Bill Boyle hooked up with the firm, and more of it came through after he took the Democratic committee job and a law partner replaced him on the printing company's payroll. Bill Boyle's friend, the President, is reported to be mighty sore at him—not for whatever he did, but for failing to warn his pal Harry Truman that another stink was in the wind.

At this point you may be wanting to know what in the world the four boys in Madison, N.J. have to do with Democratic National Chairman William M. Boyle Jr. and his troubles. That's a fair question. But before getting back to the boys in Madison we want to take note of some other fellows who are in trouble. One of them is Brigadier General David Crawford of the U.S. Army. During the past four years he has been in charge of the Detroit tank arsenal. It turns out that he stayed a couple of times, free and for nothing, in a Washington hotel suite rented by a representative of two firms which do business with the arsenal. He also built two pleasure boats with government materials, and he once accepted the gift of a boat keel from a firm which sells stuff to the Army. Nothing much, anyone might say; more folly than sin here, on the face of it. But it was enough to blot the record of General Crawford and get him fired from his arsenal job. A sad affair, especially when you consider that the general merely wanted to have some fun with those boats.

Many others in the news wanted to have a little more fun and get a little more out of life than the law allows. James F. Smith, 53, a New York City fireman, was sentenced to prison for a maximum of 23 years the other

day for his part in shaking down firms which install fuel tanks. Three others in the same racket got up to 13 years apiece. They were the agents, the fall guys, for higher-ups who received most of the racket take. Down in Mississippi a bunch of Truman Democrats have been caught selling public jobs, and the governor of Florida deems it unwise to testify under oath before the Senate crime committee.

All over the country the news reeks with more of the same. Democrats are involved more often than not, but Republicans can be just as crooked. In Atlantic City the local Republican organization is pocket-deep in crime and bribery. In Philadelphia a distinguished Baptist clergyman, Dr. Daniel Poling, has set out to clean up a notorious G.O.P. machine and get elected mayor.

What do Americans in general think of the ugly news? As we get it from our correspondents and from friends around the country, the thinking runs along two more or less parallel lines. First there is a positive and growing disgust with government. Not simply a disgust with the individuals who prostitute their offices and with those who take advantage of folly and knavery. But a specific disgust with the institutions and processes of government as such. Second there is a widespread, rather cynical attitude of "what-the-hell-can-you-expect"—and, along with it, a feeling that nobody can do much about it.

This is where we get back to the four boys in Madison, N.J. Much as it pains us to say so, we trust that their parents have done something about them. We trust that the boys have learned a thing or two about right and wrong, and about the fun a fellow can and cannot expect to have. If so, they will be less likely later on to make the mistakes that Bill Boyle and David Crawford and Fireman James F. Smith and so many others seem to have made somewhere along the line.

But there is more to it than that. The American society in which the four boys of Madison are growing up has been altogether too tolerant of some kinds of fun. Too many Americans have been too ready to figure that if a kid could get by with wrecking a schoolroom, or a grown man could put over the purchase or sale of a public favor, he must be a pretty smart fellow and more power to him. Too many Americans, hearing of rascality in Washington or at the nearest county courthouse, have been prone to think—*well, that's one way of getting a mink coat*. An excess of this sort of tolerance and a shallow respect for phony smartness have a lot to do with low standards of behavior and morals in public office. Throw the rascals out? Yes, that is part of the answer, and a big part. Prevalent rascality in public office is a sign of decay and a challenge to every voter who has the good of his country at heart. But the ejection of the rascals will not mean much unless it signifies a deeper stock-taking and reform in our society as a whole. American society—the society which conditions the lives and future of the four boys in Madison—needs to recover a sound sense of plain, old-fashioned right and wrong.



A NEW SABRE JET RACES ITS SHADOW

One of the fastest shadows ever recorded close up recently streaked across the white surface of Edwards Air Force Base at Muroc, Calif. Looking something like an elongated prehistoric bird, it was cast by a new-type North American Sabre jet, the first U. S. single-place, all-weather interceptor yet developed. T. Sgt. Richard L. Hanks, who took this picture from

another low-flying jet, succeeded in freezing both the Sabre and its eerie shadow on film. At that instant it was 11:45 a.m. and the sun was not quite directly overhead, causing the shadow to lead the plane. Radar mounted above the air intake gives the shadow a sharp needlelike nose while the open dive brakes add the small barbs between the swept-back wings and tail.



LIPSTICK entrances Traude as she visits beauty parlor for the first time.



NYLONS are first she ever touched. She bought a pair, also a new blouse.



FOOD in the crowded window of a West Berlin delicatessen brings a fresh smile. She said that she never had even heard of many of these foods in East Germany.



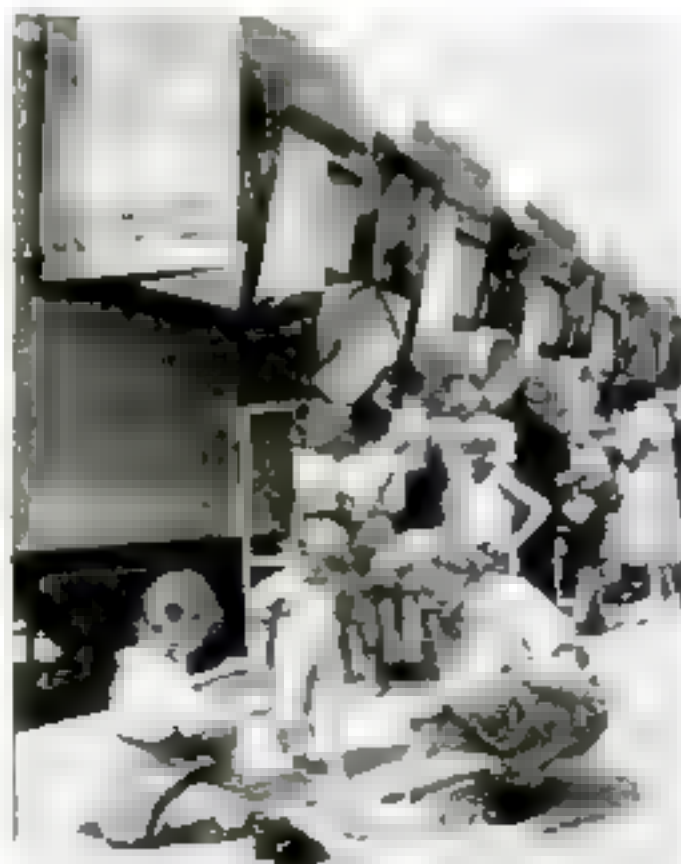
CIGARET and sweet vermouth top off a lunch of cold beef in sour cream.



A NEW SUNSUIT is worn on visit to a river resort in the British sector.



A SWISS MOVIE, *Four in a Jeep*, attracts Traude and a refugee friend.



ECA TRAIN is visited, but Traude prefers talking with younger visitors.



LOOKING BACK from West Berlin's border with friendly policeman, Traude is amused by posters plugging this year's Red youth rally at which she was to star.

'THIS I LIKE SO MUCH!'

On eve of huge youth rally a model Commie girl forsakes East Germany for lipsticks and freedom

In the Western sector of Berlin last week a smiling, 19-year-old blonde named Traude Eisenkolb was having the time of her life. This simple fact was shattering news on the Soviet side of the Iron Curtain. For over there Traude had been the prettiest weapon in the Soviet propaganda arsenal, and she had misfired something awful.

Traude was the girl the Reds had picked to portray the model steel-mill worker in a Communist movie. Propaganda Chief Gerhart Eisler had chosen her as East Germany's "ideal progressive woman," personifying "beauty, Marxist dialectic and industry." She was supposed to be a star of the monster 1951 Red youth rally that began in Soviet-held East Berlin on Aug. 5. But Traude "just got sick and tired of the whole thing," and headed westward under cover of a church pilgrimage. "Once," she recalled after her flight, "I put on a little lipstick and a party functionary saw me. He came over and reprimanded me in public. He said it was decadent."

TIME-LIFE Correspondent Robert Manning reported from Berlin: "For five days after she arrived, Traude stayed in hiding, but a friend persuaded her she would enjoy a tour of the city. She did. She was entranced by Photographer Walter Sanders' Oldsmobile convertible. Several times she ran an admiring finger across its dashboard, saying, 'I could ride like this all day.' West Berlin's food was equally overwhelming. Sitting in Cafe Schilling in the shadow of the battered Kaiser Wilhelm Memorial Church (opposite page), she devoured two vast sundaes topped with whipped cream and cherries. On a shopping tour she replaced the rather sloppy red and white blouse she wore during her escape. Then she made the most successful stop of the day—a beauty shop whose cosmetics are named 'Happy End.' It was here that plain, peasantlike Traude began to feel the transformation which really was at the heart of her longing. She was a girl, able again to become a girl, doing and thinking what young ladies of 19 want to do and think. With a Happy End treatment Traude got herself marvelously decadent with pancake make-up, blue eyelash coloring and bright red lipstick. She looked quite doll-like, a little artificial but refreshing. She kept pointing to her new face throughout the day and remarking, 'This I like so much! I am going to do it this way always!'"

AT SIDEWALK CAFE WITH FRIEND TRAUDE JOYOUSLY TACKLES A HUGE SUNDAE →





SISTER MARGARET GETS A HIT

When the sisters of the Bedford, Mass. house of the Marist Missionaries visited the sisters of the Framingham house for an all-day outing recently, they ate watermelons and hot dogs, drank pop, raced each other and played volleyball. They also chose up sides and had a lively game of softball. Above: Sister Margaret, a postulant at Bedford, hits a sharp single down the third base line, while Sister Mary Davidica (catching) grimaces.



WARM STRUGGLE IN SEATTLE

Prissy Seattle matrons recently put a stop to the practice of having can-can dancers meet troopships returning from Korea. Last week Sgt. Michael Moore got a taste of a new Seattle greeting—a hug from Yolande Betbeze, Miss America of 1950. For some reason this made Sergeant Moore squirm.



SOME AIR-MINDED MIDSHIPMEN

Last week 146 second classmen from the U.S. Naval Academy in Annapolis were on a tour of East Coast air installations. One installation, perhaps the "airiest" of all, which was a part of their itinerary, was the U.N. Secretariat Building in New York, where 73 of the midshipmen "tourists" were



VISIT THE U.N.'S NEW AERIE

photographed. This 39-story, 5,400-windowed edifice has only recently been completed (see LIFE, March 26) and is now occupied by the working staffs of the various U.N. delegations. Its companion structure, the General Assembly Building, will not be ready until the assembly meets in 1952.



"MISS WORLD" MAKES A HIT

In London's Lyceum dance hall recently 26 beautiful ladies bared their limbs, etc., for the privilege of being named "Miss World." The contestant who displayed the greatest amount of talent turned out to be Miss Kerstin Håkansson (*center*) of Stockholm, who was awarded £1,000 and a pearl necklace for her showing. The judges' grading system: 50% for figure, 20% for facial beauty, 20% for deportment, 10% for audience acclaim.

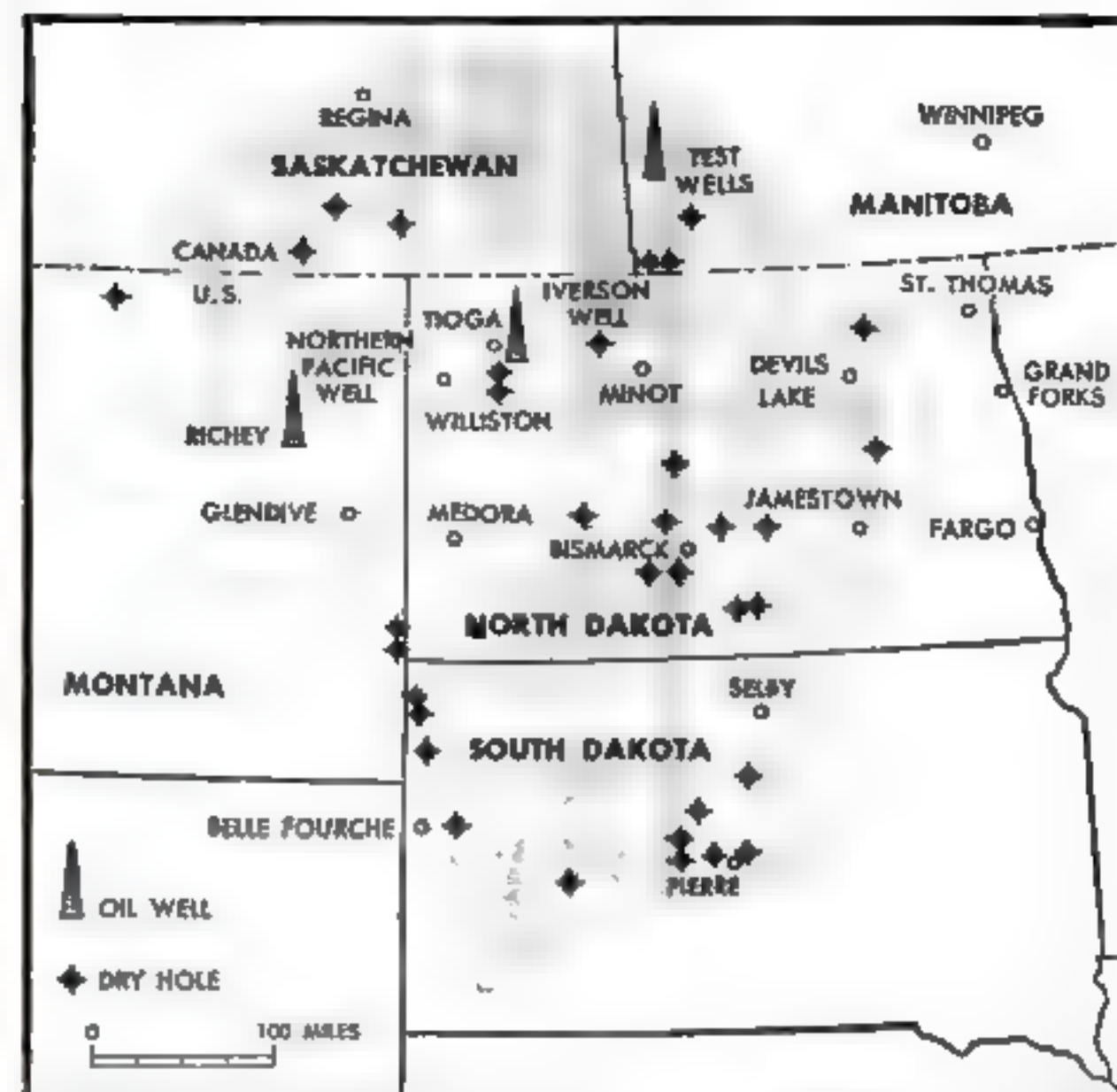


WET STRUGGLE IN INDO-CHINA

This lonely submachine-gun-equipped soldier, sitting in a paddy ditch, is one of the 165,000 French troops currently fighting the Communist-led Viet Minh forces in Indo-China. French forces, who have fought the rebels to a standstill, fear an imminent attack from Chinese "volunteers."



THE BURNING GAS FROM IVERSON'S WELL CASTS ITS REFLECTION IN SLUSH PIT



WILLISTON BASIN INCLUDES THREE STATES AND PART OF CANADA

WHEATLAND OIL BOOM

New wealth and wildcatters come to Northwest

Out in the Northwest there is a vast and fertile saucer of land which is known as the Williston basin (*above*). It is wheatland, but for years geologists have suspected that oil lay under it. In the '30s oil companies began edging into it cautiously. After the war, crews with oil-detecting seismographs scouted the basin, and more companies hopefully moved in. One of these, the Amerada Petroleum Corp., leased a parcel of land in Williams County, N.Dak. from a prosperous farmer named Clarence Iverson (*below*). In April 1951 Amerada struck oil—250 gushing barrels of it a day. Farmer Iverson was not surprised. Since he was a boy he had noticed the stuff seeping into his water tank.

The discovery precipitated the fastest wildcat rush in the history of U.S. oil. Brokers streamed into the basin, deluging the towns, cities and hotels (*right*). They bargained with the shrewd wheat growers whose price for mineral rights—which gives the farmers a comfortable share of the royalties—cranked up from \$35 to \$200 an acre. In six weeks 6 million acres were gobbled up; by June two thirds of all North Dakota. Late last month it appeared that the basin might be soggy with oil. Off in Montana, 100 miles from Iverson's land, another well struck it rich.



OILMAN bargains with a North Dakota farmer, Chris Koch, who sits on his tractor.



BUSY BROKERS plan next day's work at night. Arthur Seay Jr. (in bathrobe) is one of busiest in North Dakota, bosses 15 buying agents.



BOOM SOUVENIR is held by Clarence Iverson. It is a jar of oil from his new well.



WILDCAT HEADQUARTERS are hotel rooms with company signs stuck up over the doorways. Above, some of the oilmen stand outside their offices in the

Grand Pacific Hotel. Bismarck, N.D.'s suddenly hectic oil center. Here they bargain with the farmers and mastermind their lease-men who are roaming the fields.



FIGHTING FIRE took 198 firemen and 22 engine companies. Building was ruined, but 100 were saved.

A FIREBUG SEES HIS EVIL DEED

The blaze he started in San Francisco kills eight and injures 23

By midmorning San Francisco firemen had the fire under control. Eight men and women in the apartment house were dead and those who had jumped, crippling themselves, had been carried to hospitals. As the crowd straggled away, investigators poked about the ruins—it looked like an arson job. Kenneth Skinner, 17, who had delivered Sunday newspapers to the building at about 4:15 a.m. was questioned. He broke down, admitted starting the fire by accident.

Then he confessed that he had found some cans of paint thinner, sprinkled it on curtains and set fire to the building. Though he later recanted, he was indicted on eight counts of first degree murder. His picture appeared in the papers. Then Burbank Tonge, an amateur photographer, found he had made a remarkable picture at the scene (*below*). Hands in pocket, cap on head, leaning on a car door watching a morgue truck loading bodies, stood Kenneth Skinner.



THIS PICTURE, TAKEN AFTER BLAZE WAS CONTROLLED, PROVED BEYOND A DOUBT THAT SKINNER (WITH CAP, LEANING AGAINST CAR DOOR) WAS AT SCENE OF FIRE



LAST RITES are administered in smoking ruins by fire department chaplain to a victim charred beyond recognition as fireman (*right*) watches through door.



SCENE OF CRIME is revisited by inspectors and Skinner after his arrest. At first Skinner claimed that he had started the fire by accident when he lit cigaret.

Wouldn't you know?

What stopped you here? Was it the come-and-get-it texture of this tall, proud cake? Or was it a picture of the joy such a cake would bring to your family? Whatever it was, don't stop now. This cake can be yours without even drawing a deep breath. You just go around

to your grocer's and get Pillsbury White Cake Mix in the tidy blue-and-white package. All you add is milk (and some grated chocolate). Now look at the picture once more. Wouldn't you know this cake was made from a Pillsbury Cake Mix? Wouldn't you?



Chocolate Chip Cake. Prepare white cake as directed on Pillsbury White Cake Mix package. Fold in $\frac{1}{4}$ cup finely shaved semi-sweet chocolate before pouring into pans. Frost with chocolate frosting.



Just add milk—

These are complete mixes. Milk is *all* you add—no eggs, flavoring or extras of any kind required.



*Remember—
You and Ann Pillsbury
can make a great team*

Pillsbury CAKE MIXES

WHITE AND CHOCOLATE FUDGE

Right now
Grocers are
featuring

Salad Season

KRAFT gives you 7 grand dressings... 7 quick ways



SCALLOPED EGGS AND TOMATOES. Cut hard-cooked eggs in half. Remove yolks and scallop or flute edges of whites. Put yolks through a sieve and combine with Kraft Mayonnaise, Kraft Salad Style Mustard, salt and pepper to season well. Fill whites, forcing mixture through a pastry tube. Peel tomatoes, scoop a small amount out of each and insert a deviled egg. Place each tomato on a slice of head lettuce on round chop plate, garnish with rosettes of Kraft Mayonnaise forced through pastry tube. Garnish platter with cress.

Luxuriously rich and most delightfully seasoned, Kraft Mayonnaise is true mayonnaise at its finest!



JELLIED CANTALOUPE SALAD. Peel a medium-size cantaloupe; cut a slice from one end, remove seeds. Fill cavity with water; pour out and measure. Stand melon upside down to drain well. Fix enough raspberry fruit gelatin to fill cavity, use amount of water poured from it as guide to amount needed. Fill melon with gelatin, chill till firm. Cut cantaloupe in wedges. Arrange leaf lettuce on chop plate. Place bowl of Miracle Whip in center with cantaloupe wedges radiating from it, honeydew melon balls in between. Garnish wedges with mint.

The best-liked salad dressing in the whole wide world is the one and only Miracle Whip. Just-right flavor!



**BIG, BIG VALUES IN
DELICIOUS SALAD MAKINGS!**

to vary your salads!



SHRIMP SALAD PLATTER. Arrange leaf lettuce on a rectangular platter. In opposite corners place amounts of cooked, cleaned shrimps. In the other corners, slice and cucumber slices, and Bermuda onion slices garnish with cauliflower. Arrange alternate wedges of lemons and limes in the center, with a cucumber-carrot flower (Cut about 1" from end of a cucumber, hollow out center, cut into petals. For the stamen, use a 1/2" piece cut from the tip of a small carrot. Garnish with parsley, serve with Miracle or Kraft French Dressing. *Miracle and French Dressing are Kraft French and Miracle French with a touch of garlic.*



WATCH FOR THESE 3 NEW KRAFT DRESSINGS

KRAFT CAESAR. Kraft's own delicious version of Hollywood's famous Caesar Dressing! Enriched with two kinds of cheese, luscious Blue and mellow Parmesan the best cheese dressing you ever tasted.
Caesar Salad shown above; recipe on bottle.

CASINO FRENCH. Do you like a hint of sweetness in French Dressing? And a deft, light touch of garlic? Then hurry to your grocer's for CASINO! A Continental Style French Dressing you're going to love!

SEA ISLAND. A delicious dressing of the Thousand Island type, made by adding lively seasonings to one of em's velvety-rich Kraft Mayonnaise. It's a hit!



ONCE EACH YEAR, in the lazy days of high summer, your grocer and the makers of your favorite salad dressings get together to feature "Salad Season Specials."

This year, the time is *now*. Right now, at your neighborhood grocer's, you'll find a mouth-watering assortment of salad makings . . . at thrifty prices. And you'll find "specials" on an array of famous Kraft Salad Dressings, a more exciting array than ever before.

Because this year there are three *new* Kraft Dressings! Look for Kraft CAESAR, CASINO, SEA ISLAND—they'll be at your grocer's soon. Variety is a wonderful spice for salads. Spice yours with the different, delightful flavors of *all* these Dressings by Kraft!





Paul Jones has added just the
right note for five generations...



*So smooth, so mild,
so rich and mellow—
The finest Paul Jones
in five generations!*

Paul Jones



Frankfort Distillers Corp., N. Y. C. Blended Whiskey, 86 Proof, 72¼% Grain Neutral Spirits.



SUPPORT FOR FIRING came from Cadet Regimental Commander William Geatches who stood by traditional honor system of West Point. Talking to reporters Geatches said, "Most cadets feel no sympathy for the men involved."



SUPPORT FOR CRIBBERS came from retired West Point instructor Lieut. Colonel Harrison Travis who plans legal help for cadets, said they got "rough deal." He stands between son, Harrison, and Cadet Clough, both expelled.

DISHONOR UNDER THE HONOR SYSTEM

The U.S. Military Academy, in the biggest mass expulsion in its history, fired 90 cadets last week for cribbing. They had violated the West Point honor system which permits cadets to take exams without being monitored. Much of the cheating centered in Coach Earl Blaik's football squad and among some studious cadets who conspired to help the players. The dismissal prompted some congressmen to demand an investigation of West Point athletics. One senator even proposed that intercollegiate football be abolished not only at West Point but at Annapolis.

The dismissed cadets, meanwhile, were neither silent nor without defenders. Bob Blaik, son of the coach and a star quarterback (though not identified

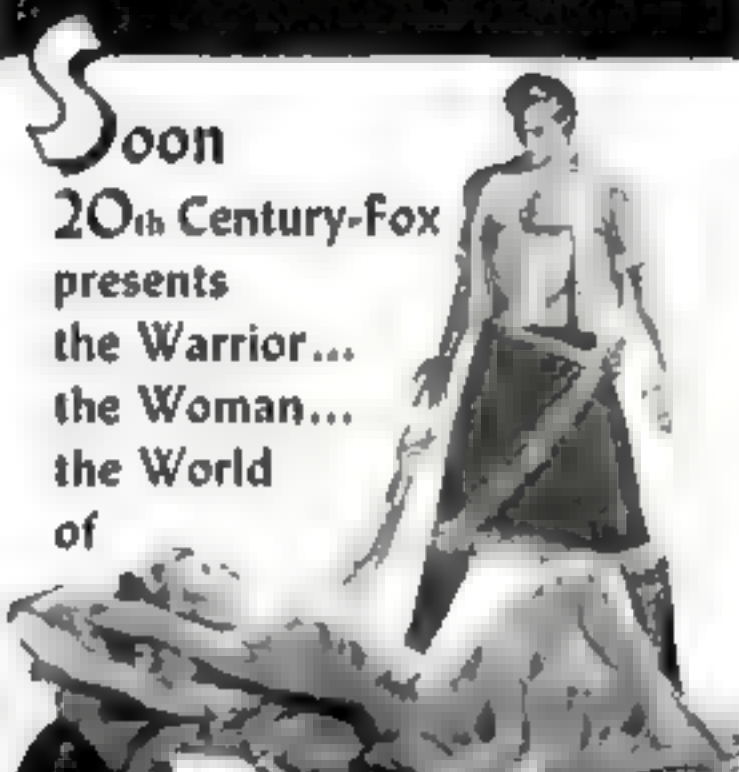
as a cribber), complained bitterly that the cadets were not allowed to notify their parents until the shocking news had spread in newspapers and on the radio. One cadet declared that he would demand an honorable discharge, another that widespread cribbing had been going on since 1946. Cadet Sgt. Harrison Travis, who admitted he had been dismissed, explained, "A lot of men who come in as plebes learn about the honor code violations and just think it is natural and fall into it." Cadet Ronald Clough helped football players in problems which he found later were actually examinations. Because he failed to report the athletes, he was expelled. His explanation: "Friendship with these men meant more to me than the honor system."



GREAT ARMY TEAM, photographed last fall when it had won 28 consecutive football games without a defeat,

may be wrecked by dismissals. Coach Blaik stands in front of his squad; his son Bob is second behind No. 37 at right.

“For this woman – David the Lion of Judah, conqueror of Goliath, broke God's own commandment!”



DAVID AND BATHSHEBA
captured in color by
TECHNICOLOR

STARRING
GREGORY PECK · SUSAN HAYWARD
with RAYMOND MASSEY · KIERON MOORE
and a cast of many thousands!
Produced by DARRYL F. ZANUCK · Directed by HENRY KING
Written for the Screen by PHILIP DUNNE

FREE COLOR BROCHURE WHICH TELLS THE FASCINATING STORY BEHIND DAVID AND BATHSHEBA! WRITE TO "DAVID AND BATHSHEBA", P.O. BOX 292, DEPT. DT, CHURCH ST. STA., N. Y. C.



Wonderful waffles... in a wink!

It works like magic! Simply insert the large aluminum waffle grids in the new General Electric Combination Sandwich Grill and Waffle Iron—and you're seconds away from the four most scrumptious waffles you ever tasted!

Or remove the grids—and you have almost a square foot of smooth cooking surface for out-of-this-world bacon and eggs, or grilled sandwiches—or even steaks...right at the table!

Bacon and eggs just as quick!



Trim and specifications subject to change without notice.

Speed and beauty—it's the new...

General Electric Combination Sandwich Grill and Waffle Iron!

THE HANDSOME chrome plate finish and the smooth, smart lines make it easy on the eye, easy to keep sparkling clean. And the cool plastic handles make it easy to carry about, too.

Automatic, a turn of the Temperature Selector *speedily* gives you the right heat. A "tell-you-when" light goes

off the instant you have it.

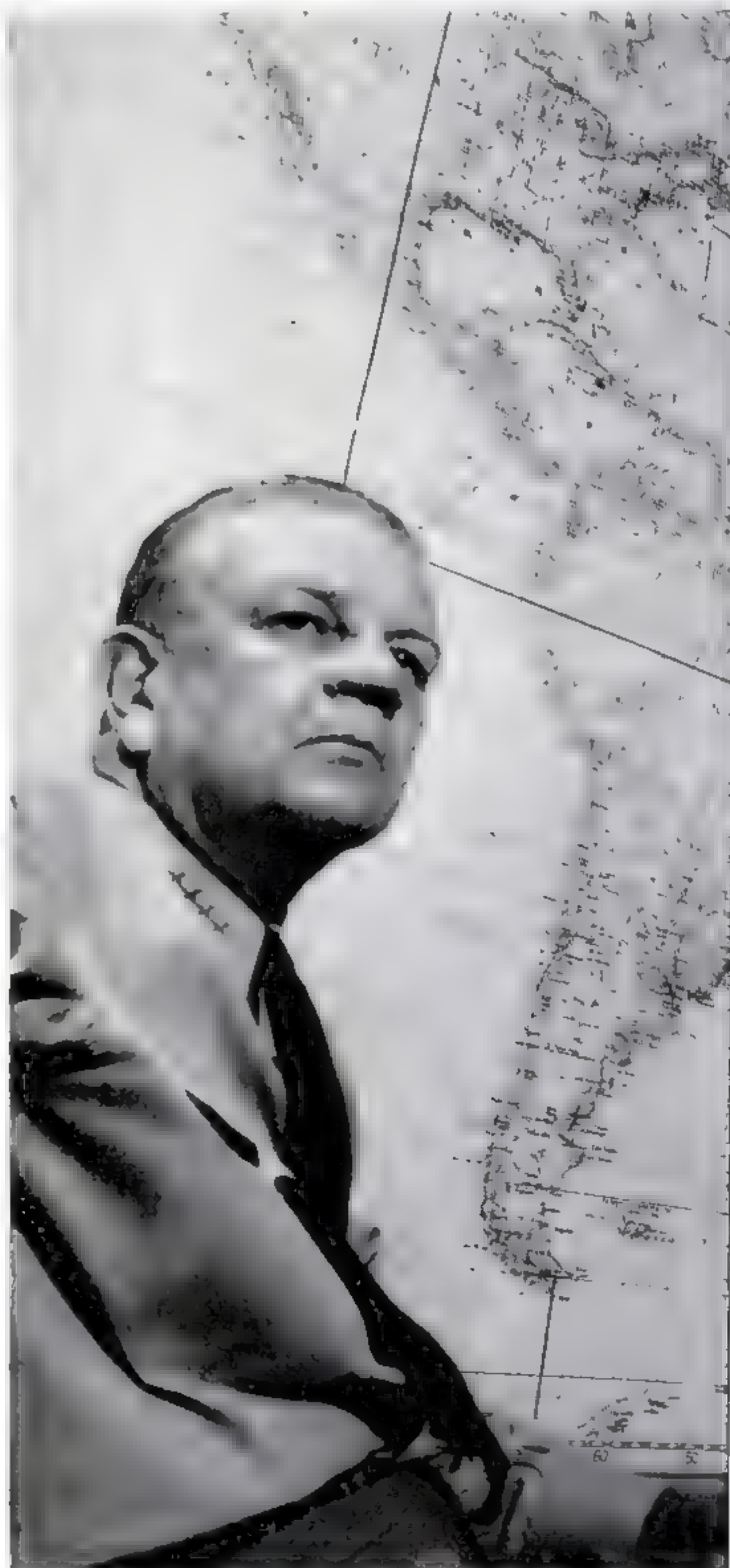
Automatic model, illustrated above, and the Standard model, come complete with waffle and sandwich grids. And there's an exciting new recipe book that you will be able to put to good use. General Electric Company, Bridgeport 2, Connecticut.

YOU CAN PUT YOUR CONFIDENCE IN—

GENERAL  ELECTRIC

PEOPLE A LITTLE-KNOWN ADMIRAL

When Admiral William M. Fechteler was appointed the Chief of Naval Operations last week few could pronounce his name (it is Fek-tel-er, accented on the first syllable). The name, however, was not unfamiliar to his brother admirals. Like his father, German-born Rear Admiral Augustus Fechteler, the new CNO is a solid Navy man. Born in California and appointed to Annapolis by President William Howard Taft, Fechteler graduated in 1916 in the top quarter of his class with a reputation as a hard worker and a good mixer. During World War II he was decorated by both Army and Navy for his work as an amphibious commander in the Southwest Pacific. Now, at 55, big (6 feet, 200 pounds)



ADMIRAL FECHTELER SITS IN FRONT OF A 1,500-SQUARE-FOOT MAP WHILE

STEPS INTO SOME BIG AND WELL-KNOWN SHOES

Bill Fechteler likes swimming, penny-ante poker and "just talking to people." He enjoys a good party or an occasional drink—usually bourbon. Married to the widow of a Naval officer who was lost in the sinking of a submarine in 1925, he has a daughter, Joan, who is a senior at Wellesley and a stepson who served in the Navy in World War II and is now with du Pont's nylon division. As CNO, friendly Bill Fechteler may soon have to face a showdown with the Air Force on a proposed \$96 billion three-year expansion program. But having come to his new job from the command of the Atlantic, he knows that there lies the Navy's No. 1 problem—3,000 miles of ocean and 300 Red submarines.



SAILOR IN MOVABLE CAGE (UPPER RIGHT) PLOTS THE POSITIONS OF SHIPS

CONTINUED ON NEXT PAGE

Want to say "Thank You"?



Say it with Flowers-By-Wire

Flowers add a graceful touch to bread-and-butter customs.

Flowers-By-Wire speed across the miles,
to smile a "Thank you", after you've gone.

A beautiful bouquet can carry a wealth of
gratitude anywhere . . . telegraph-fast.

And it's such a proper thing to do!

Look for the **FAMOUS MERCURY EMBLEM**.
It means guaranteed delivery,
through 18,000 F.T.D. and INTERFLORA
MEMBERS . . . throughout the world.

FLORISTS' TELEGRAPH DELIVERY ASSOCIATION

Headquarters: Detroit, Michigan





No Other Whiskey... ONLY
FLEISCHMANN'S
GIVES YOU THE



1.
**CHOICE
 QUALITY**

Fleischmann's Superb
 Straight Whiskies
 Blended With Fine
 Grain Neutral Spirits

2.

Every drop

90 PROOF

rich, robust, delicious!

3.

WINNING PRICE

America's Greatest Whiskey
 Value!

BLENDED WHISKEY • 90 PROOF • 65% GRAIN NEUTRAL SPIRITS
 THE FLEISCHMANN DISTILLING CORPORATION, PEESKILL, N. Y.



TAFT GAINS GROUND WITH TEETH

The drab gray rock at Plymouth, Mass. had been dedicated before—as recently, in fact, as June when it was rededicated by the Young Republicans. But last week it got the authoritative touch when it was rededicated by Mr. Republican himself. Speaking at the rock, Taft cited the integrity and honesty of the Pilgrims as exemplifying the moral state to which this country should return and, with Senators Lodge and Saltonstall on hand to show party unity, asked for hard work from Massachusetts Republicans. Taft's speech, however, may have gained him less ground than his expert performance at an oldtime clambake (above) where he bared his teeth and consumed four baskets of clams, two ears of corn, steamed fish, lobster, a hot dog, a Coca Cola. The corn he managed with corn-belt precision. The lobster he attacked daintily with a fork, reluctantly stopping halfway through his second and turning aside (bottom picture) when a young lady jabbed at him with a third.

No high flying unrealistic claims...

just the down to earth
smoking pleasure
of fine tobaccos

That's

Old Gold





What's the world's best Meat Loaf recipe?



THIS ONE

made with...

Mother, try it and see!

Watch your hungry family lick up every delicious drop of the flavorful, tart-sweet gravy. They'll say, "Wonderful! Give us Meat Loaf Hunt Style every week!"

Just be sure to use the Kettle-simmered tomato sauce—Hunt's. No other tomato sauce can make your recipes so good!

1½ lbs. ground beef
1 cup fresh bread crumbs **1 egg, beaten**
1 medium sized onion, chopped
1½ tsp. salt **¼ tsp. pepper**
½ can Hunt's Tomato Sauce

Lightly mix ingredients and form a loaf. Place in shallow pan in moderate oven (350°). While it's starting to bake, combine the following to make a tart-sweet

sauce that's out of this world for flavor—thanks to Hunt's Tomato Sauce:

½ can Hunt's Tomato Sauce **2 tbsp. vinegar**
2 tbsp. prepared mustard **1 cup water**
2 tbsp. brown sugar or molasses

Pour over meat loaf in oven; continue baking 1½ hours longer, basting occasionally. Serve 6 lucky people the best meat loaf ever! If any's left, it makes delicious sandwiches.

It's nice to find something as good as Hunt's Tomato Sauce that costs so little. Just a few cents a can!

Always keep some on hand for your stews, soups, casseroles, spaghetti, gravies, leftovers. You can't find a better tomato sauce than Hunt's—at any price!

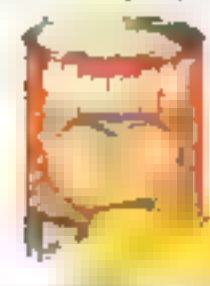


**THE KETTLE-SIMMERED
COOKING SAUCE**

Hunt-for the best

Hunt Foods, Inc., Fullerton, Calif.

Quick, delicious dessert:
**HUNT'S
HEAVENLY PEACHES**





A SUBMARINE OFF THE U.S. COAST, AS SHOWN IN THIS DRAWING BY MICHAEL RAMUS, COULD SPEW GERM-LADEN MIST FROM A TUBE TO SPREAD INFECTION IN A TARGET CITY

BIOLOGICAL WARFARE

It is a grim threat, but new microbe detectors offer hope

In the Middle Ages war parties sometimes dropped plague-ridden corpses into their enemies' village wells. Today this ancient mode of warfare is being refined to the point where it could be almost as devastating as atomic bombs. Biological warfare waged with numerous disease-bearing organisms now known to exist could bring sickness and death to thousands of Americans almost before they became aware an enemy was in attack. Invisible, odorless clouds of germ-laden droplets could be released unseen from hostile submarines, from aerosol bombs in the hands of saboteurs or from aircraft. Lethal mists would envelop target areas and infect soldiers, civilians, animals and crops with crippling afflictions. Deadly organisms could also be injected into city water mains and stores of food, or even into bulk stocks of drugs. The exact results of such attacks are hard to predict,

























since disease-producing organisms have never been deliberately spread with modern techniques and skill. But in any event the devastation would be far greater than that caused by any modern natural epidemic. To develop a defense against the threat, such diverse government agencies as the U.S. Army Chemical Corps and the U.S. Public Health Service are carrying on research. Already government scientists have made discoveries about the nature of the diseases likely to be used, about means of detecting an attack (p. 47) and about filters and chemicals that can purify polluted air and water. Some states also are partly prepared for BW. New York, for instance, has a stockpile of antibiotics in a secret cache. If a concerted effort is made, a workable defense against the threat can be devised. But biological warfare right now would find the U.S. unprepared.




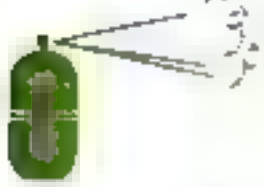




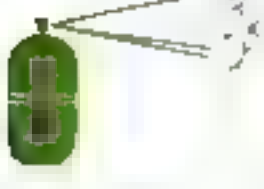










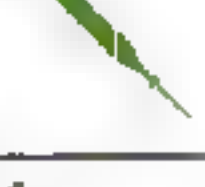
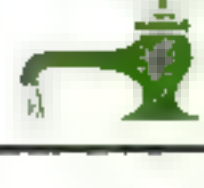



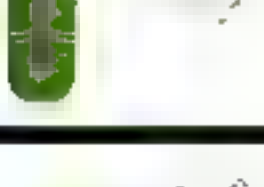





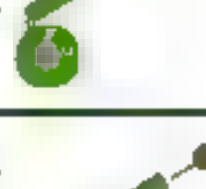

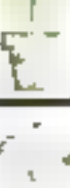





INFECTED BULL has his raw tongue examined at Department of Agriculture research center. This animal has vesicular stomatitis, similar to foot and mouth disease.

THESE ARE WEAPONS AN ENEMY MIGHT USE

The particular disease organisms an enemy might spread across the U.S. would be chosen according to certain basic rules: 1) they should cause death or disabling illness; 2) they should be hardy enough to withstand being dispersed in clouds or droplets or in water; 3) they should be adaptable to large-scale production and 4) ideally they should be agents against which the aggressor has devised a protective vaccine or therapy, but against which the U.S. citizens are not yet adequately protected by vaccines, specific drugs or natural immunity. To discover which biological agents most closely fit the requirements so protective measures against them may be sought, the Chemical Corps' BW Section at Camp Detrick, Md. and specialists from other federal organizations have begun a careful study of many viruses, bacteria, rickettsiae and fungi. On the basis of reports published by various experts, LIFE has prepared a chart showing 16 biological weapons likely to be used against human, animal and plant targets, the way they might be disseminated and the effects they might produce. The fatal human and animal diseases obviously would cause the greatest damage, but crop blights and diseases like influenza might be more suitable for a peacetime saboteur since moderate outbreaks of these may arouse no suspicion of deliberate assault. Several of the agents are normally carried in nature only by direct transfer from contaminated objects or animals to the victims, but BW scientists believe all these could be artificially spread by air or water, greatly increasing the number of casualties. Self-perpetuating epidemics probably would not result because U.S. health conditions are among the best in the world. Enough is known about the natural symptoms of the diseases for physicians, veterinarians and farmers to be trained to recognize them quickly. But accurate diagnosis might become extremely difficult if several agents are spread at the same time. Even more ominous is the possibility that the enemy may develop variations of these organisms that are resistant to the effect of vaccines and drugs.

TARGET	BIOLOGICAL WEAPON	
	PSITTACOSIS VIRUS	
	INFLUENZA VIRUS	
	Q FEVER RICKETTSIA	
	PNEUMONIC PLAGUE BACTERIA	
	TULAREMIA BACTERIA	
	MELIOIDOSIS BACTERIA	
	BRUCELLOSIS BACTERIA	
	BOTULISM TOXIN FROM BACTERIA	
	RINDERPEST VIRUS	
	FOOT AND MOUTH VIRUS	
	HOG CHOLERA VIRUS	
	FOWL PEST VIRUS	
	WHEAT STEM RUST FUNGUS SPORES	
	CORN SMUT FUNGUS SPORES	
	POTATO LATE BLIGHT FUNGUS SPORES	
	BEAN BLIGHT BACTERIA	

HOW SPREAD	NORMAL SYMPTOMS AND FINAL RESULTS	PREVENTION AND TREATMENT
	Six to 15 days after exposure a psittacosis victim begins to have chills, headaches and sore throat. He develops a fever above 100° and grows very weak. A few days later he begins to cough up yellow sputum, may infect visitors and doctors, often becomes delirious. In the case of older patients death often follows.	 Preventive vaccines are being developed. Penicillin and sulfadiazine may help the victim. 
	First sign of influenza is sudden onset of body aches, sore throat and fever 24 to 72 hours after exposure. Fever, coughing last one day to a week, then slow recovery begins. Disease spreads from person to person. Victims of ordinary influenza usually survive, but extremely lethal types might be used.	 Vaccines exist, tend to reduce the incidence. Rest is still the best therapy for patients known.
	Q fever rickettsiae incubate in body of victim for two or three weeks, then suddenly cause headaches, chilly sensations and profuse sweating, accompanied by a general feeling of restlessness and weakness. Pneumonia often develops, but most patients recover after three weeks of illness.	 Experimental vaccines are still unproved. Isolation is required. Aureomycin probably will help victim 
	Two to 12 days after breathing in plague germs, victim is struck with a violent headache and high fever. He has difficulty breathing, may turn blue, coughs up much sputum, some blood. Victims almost invariably die within three days unless given proper treatment immediately. Pneumonic plague is extremely contagious.	 Repeated doses of vaccine are effective. Quick use of streptomycin and sulfadiazine can save victim. 
	Lymph nodes of tularemia victim become swollen and pus-filled two to 10 days after bacteria enter body through cuts on skin. He has chills and fever, grows very weak. Illness keeps patient disabled for several weeks, but he has a good chance of complete recovery. Permanent immunity follows attack.	No vaccine has yet been devised. Streptomycin is highly beneficial during illness and convalescence. 
	Melioidosis is a rare tropical disease characterized by cheesy nodules in lungs, intestines and other parts of body. Nodules often degenerate to form deep ulcers. Body temperature rises abnormally, lymph nodes swell and harden, mucous membranes are severely inflamed. Victim usually dies within three weeks.	No preventive vaccines and no useful methods of treating this disease are yet known to exist.
	The gradual appearance of brucellosis symptoms starts one to four weeks after infection but may not be recognized for several weeks. Chills, fevers, pains and aches in joints and muscles, and severe sweats recur intermittently through period of several months. Temporary muscle and nerve disorders may ensue.	No satisfactory vaccine for man exists. Aureomycin or streptomycin with sulfadiazine may help victim. 
	Poison produced by botulinus bacteria attacks the central nervous system, causing double vision, difficulty in swallowing and breathing, great thirst, vomiting 12 to 36 hours after it is swallowed. Patient may turn blue. General muscular weakness develops, which often leads to respiratory paralysis within a week, causing death.	 Vaccines exist for two main types of the toxin. After poison is taken antitoxins are not likely to help.
	Cattle that swallow rinderpest virus begin to lose weight and give less milk in three to 14 days. Ulcers form on mouth and nose, mucous membranes turn deep scarlet, and animal has high fever. Constipation or bloody diarrhea and deterioration of body continue until animal dies or has to be slaughtered.	 Vaccines sometimes help. Infected animals must be destroyed, grounds thoroughly disinfected.
	The foot and mouth virus causes large blisters on tongue, gums, inner cheeks, udders and skin around hoofs within two to four days. Within 24 hours blisters rupture, leaving raw wounds. Cattle lose weight, give less milk, are prone to abortion. Some animals recover, but these are no longer productive.	 Partial protection is given by vaccines. Disposal of infected and exposed animals is essential.
	Hogs lose their appetite and begin to cough violently and continuously one to seven days after being infected with cholera. Purple spots appear on their bellies, saliva flow increases and constipation or diarrhea develops. Once cholera attacks a herd of hogs, almost all are certain to die within a few days.	 A combination of serums prevents disease. Disposal of infected, exposed animals is essential.
	Tears begin to flow profusely from eyes of chickens and turkeys two to four days after they are exposed to the virus of fowl pest. Heads and wattles soon swell up, and a gray or bloody discharge comes from nostrils and beaks. Severe diarrhea ensues. Nearly 100% of all poultry infected die within a few days.	 No preventive measures have been devised and no useful treatment of infected fowls known
	Stem rust spores develop into fungus growths within a few days, produce brown pustules on wheat leaves, leaf stocks and stems. Fungus injures stems, prevents nourishment of grain which then shrivels. Once rust starts it spreads throughout field, then to other fields. Usually crop is badly damaged.	 Resistant strains may be found. Spraying with copper or sulphur dust useful but may be too expensive. 
	Black spots on tassels, ears and leaves are first effects of smut on Indian corn. Blisters soon appear on leaves, and white fungus growths form on tips of ears, darken to a sooty black, then rupture to release more spores. Small amounts of smutted corn can be fed animals if grain is not yet destroyed.	No resistant varieties are known. Dusting with sulphur is only moderately helpful. 
	Leaves of potato plants attacked by late blight fungus become covered with brown patches which turn into rotten areas. Most of upper plant may rot away. Often spores reach the potato tubers underground, cause them to rot also. Once fungus is well established, plants are almost certain to die.	 Resistant strains exist. Dithane spray can prevent blight, may help plants after they are infected. 
	Bean blight bacteria produce brown spots on garden and soybean leaves. Spots spread until leaves look scorched and begin to wilt. Red streaks color the stems. Oozing spots that dry to hard masses appear on pods. The bean seeds become spotted, may shrivel until they become completely worthless.	 Development of resistant varieties may be possible. After disease starts dust or spray will not help.



SAMPLING AIR 20 feet above Savannah's Broughton Street, two U.S. Public Health scientists remove flasks filled with germ-trapping broth from experimental sampler atop a store marquee. Sampler has 12 flasks, and air is sucked automatically into them one at a time, 20 minutes each, thus revealing any change

in bacteria count during four-hour period. In actual use any unusual rise in the total number of germs would suggest danger even before organisms were identified. The new membrane filter (below) may be incorporated into this air sampler or used with it to make up the best germ-detecting and identifying system yet.



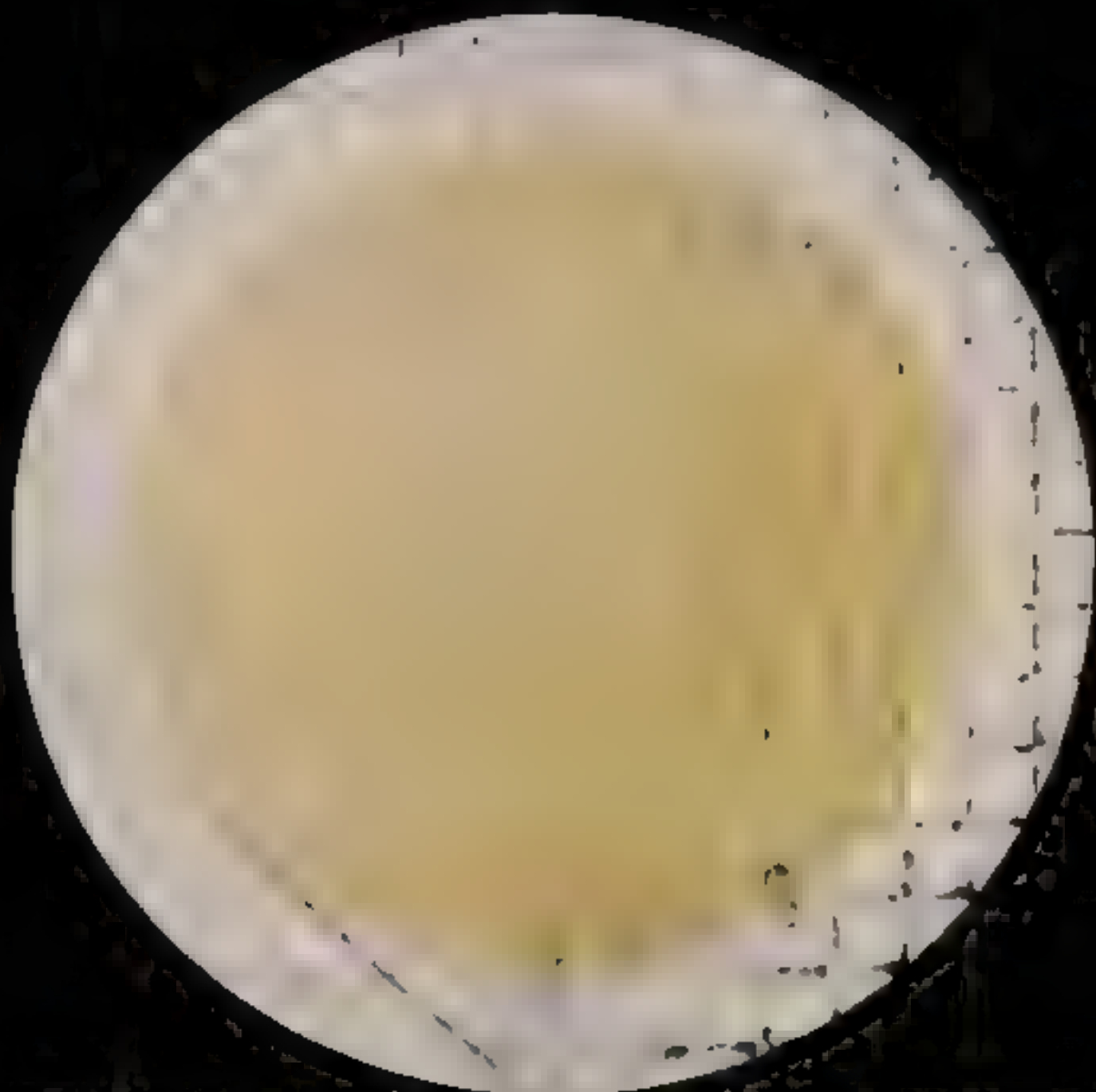
TRAPPING BACTERIA with newly developed filter (inside metal funnel), a bacteriologist sucks on tube to create a partial vacuum which pulls sample of water through filter and into conical flask below.



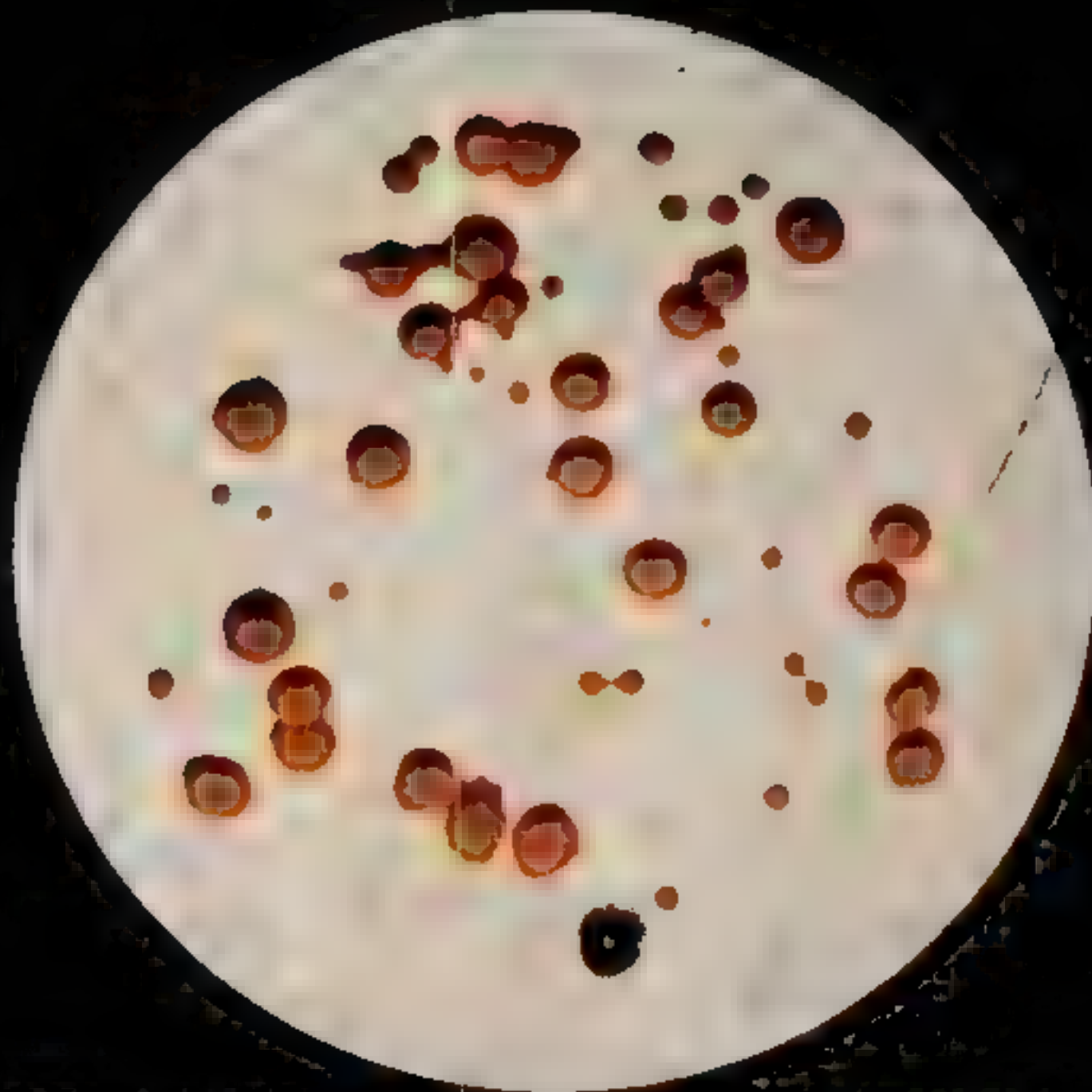
REMOVING FILTER from the funnel, tweezers are clamped on edge so bacteria trapped in middle will be undisturbed. Next, the filter is laid on pad filled with nutrient media, then wrapped up in Pliofilm.



INCUBATING BACTERIA with body heat, a scientist puts Pliofilm-wrapped filter and pad in pocket. Bacteria start growing while he goes on about work, greatly speeding their identification (opposite page)



FILTER GETS THIS MUCH DEBRIS FROM TWO QUARTS OF NORMAL DRINKING WATER

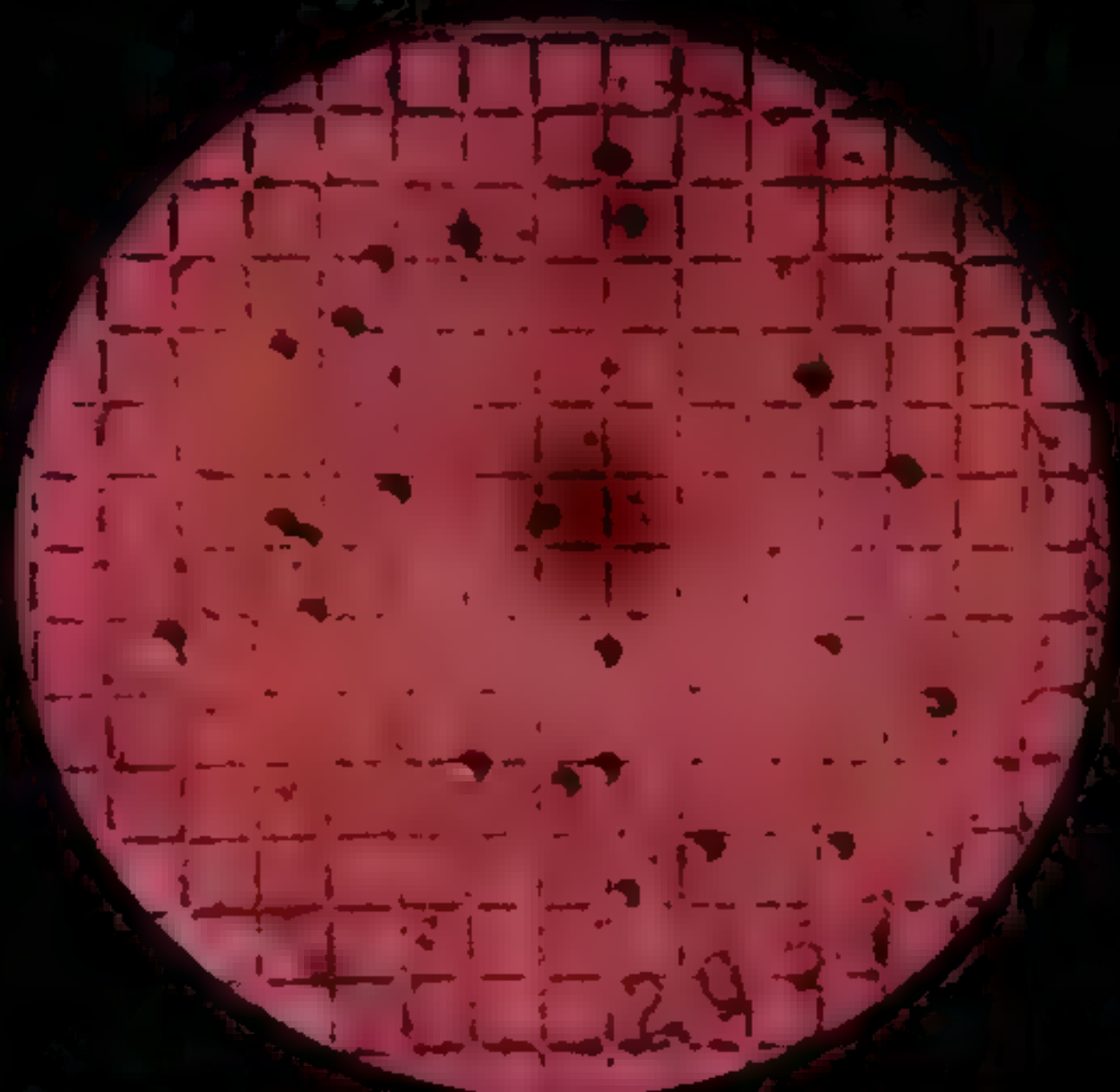


DEGREE OF POLLUTION IN SEWAGE IS SHOWN BY RED-STAINED COLONIES OF GERMS

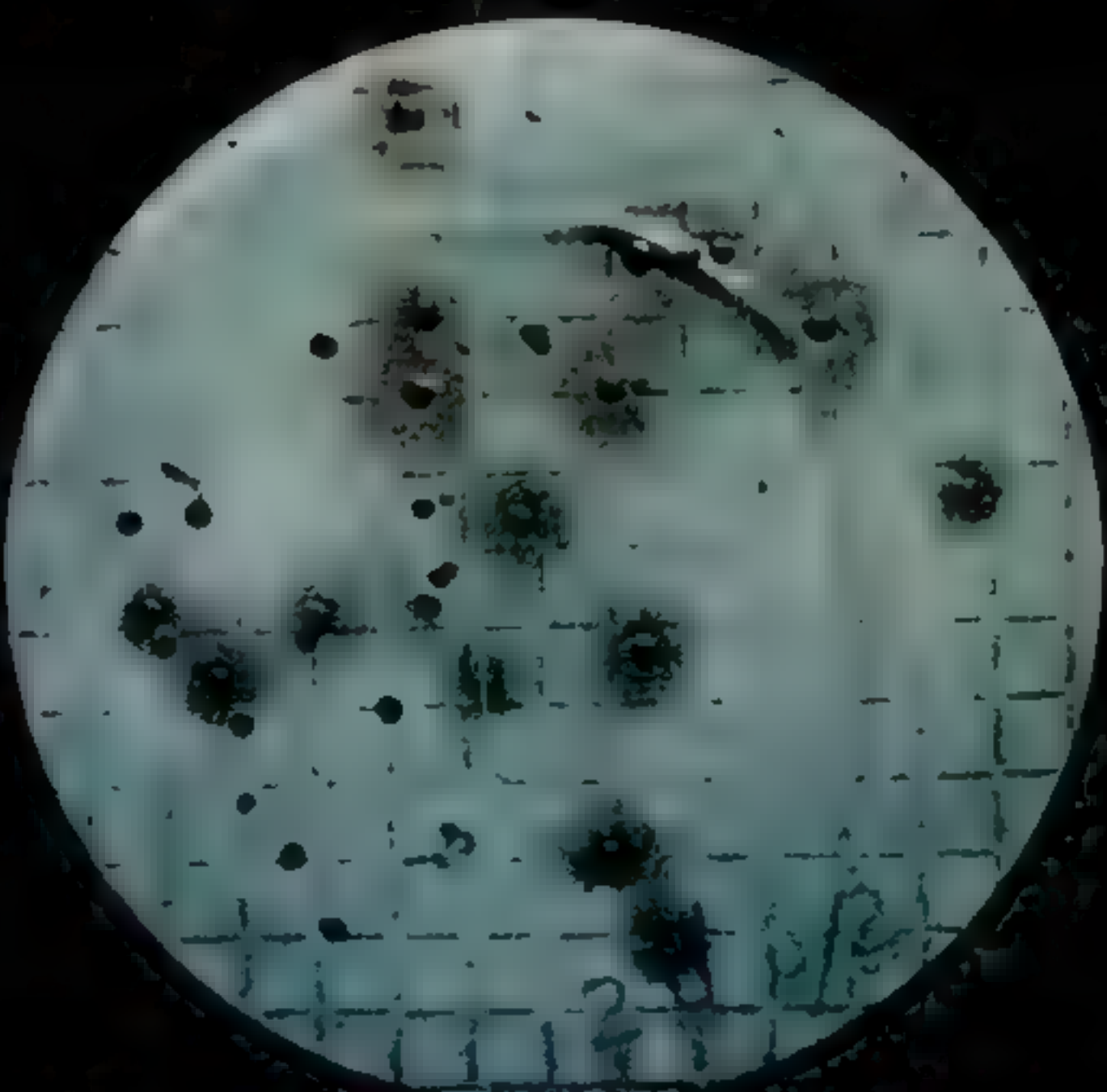
A NEW FILTER MAKES DEFENSE POSSIBLE

The best defense against a bacteriological attack is a quick and certain detection system so administration of antibiotics and serums may begin at once. Until now the U.S. has had no such system. A network to report epidemics can reveal an attack only after many victims are beyond help, and the standard procedure for testing water for dangerous pollution requires four days of test-tube incubation and analysis. But on July 27 the Public Health Service published details of a revolutionary device around which a workable defense might be built: a wondrous waferlike filter which traps bacteria and permits their identification within 15 hours. Drinking water can be filtered to allow quick tests for the total amount of

pollution and for the presence of coliform and typhoid germs (*below*). Similar tests for other bacteria are also being developed. Unlike other filters this one makes an ideal surface upon which to cultivate the bacteria which it has trapped. When the germ-covered filter is placed on a pad soaked with nutrient media (*opposite page*) food rises up the pores to the bacteria by capillary action. In one sixth the time required for the old analysis they grow into colonies that can be identified by texture and color. But until rapid and specific identification tests are developed for all major B.W. agents, both water-borne and airborne, and until more antibiotic stockpiles are prepared, the U.S. will still be sadly open to a disastrous attack.



METALLIC SHEEN AND REDDENING DYE SHOWS PRESENCE OF COLIFORM BACTERIA



SHINY BLACK COLONIES AND SOOTY CIRCLES IDENTIFY THESE TYPHOID BACTERIA

CONTINUED ON NEXT PAGE

"New-Engine" Your Car Now For As Little As \$16 Down

(TERMS VARY BY AREA AND MAKE OF CAR)

WESTERN AUTO STOP REPAIR BILLS AND OVERHAULS!... WITH A **Wizard-ized Engine**

IT'S THE BIGGEST MONEY-SAVING IDEA IN CAR MAINTENANCE IN 20 YEARS!

Approved by 5 BIG FACTORIES as the highest specification standard in the industry

FACTORY REMANUFACTURED THAT PAYS FOR ITSELF!

THE SAVINGS EVERY MONTH IN GAS, OIL, AND REPAIRS WILL PAY FOR THE ENGINE AS YOU ENJOY IT!

IMAGINE GETTING A COMPLETELY REMANUFACTURED ENGINE AT ABOUT THE PRICE OF AN OVERHAUL!

*Your easy, low-cost solution for "tired" Chevrolets, Fords, Plymouths, Pontiacs, Mercurys, Dodges, Chryslers, DeSotos, Oldsmobiles, Studebakers, and other popular makes. Wizard-ized Engines are

fully remanufactured in 5 large factories (not just shops or garages), to give you guaranteed new car engine performance at low cost. Engine accessories are used from old engine, or may be replaced new.

Get Another 50,000 Miles or More from Your Car With A WIZARD-IZED ENGINE That Pays for Itself!

Thousands have discovered this easy new way to stop constant engine breakdowns, end costly repair bills—simply by replacing their old engine with a low-cost, guaranteed Western Auto Wizard-ized Engine...

No other engine—no overhaul job—can give you more power-packed miles for so little money! And, you get...

The same engine guarantee that comes with a new car—plus a free 500-mile service inspection of our installation. Every Wizard-ized Engine gets a...

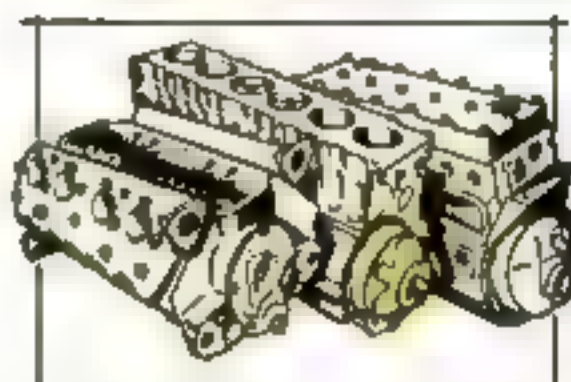
Complete factory inspection and new-engine test run. Our installations are made by trained mechanics in fully-equipped garages. You can buy a Wizard-ized Engine with new car confidence!

Priced far below the cost of a new engine... or about the cost of a bearing, ring and rebore overhaul! Chances are... Your old engine uses more extra gas, oil and repair bill dollars than a Western Auto Wizard-ized Engine costs you. You're paying for it, so why not enjoy it now? You can, for...

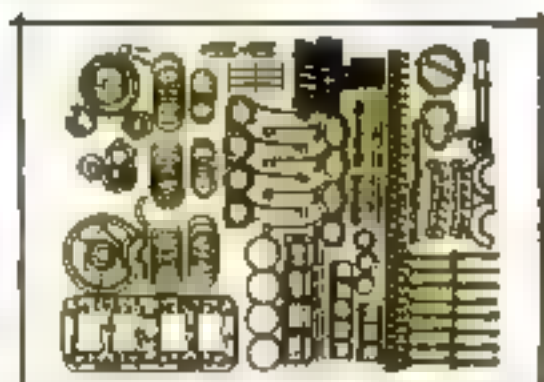
Less than 1/3¢ per mile... and you get years of new miles without paying the high cost of a new car! Don't wait... See your Western Auto man tomorrow... find out about his guaranteed trade-in allowance for your old engine!

EASY TERMS AS LOW AS \$3.00
Terms vary by area and make of car. weekly

Why You Can Have Confidence In a WIZARD-IZED ENGINE:



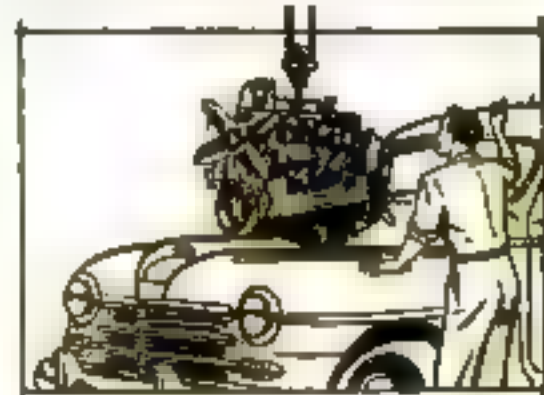
1. Not a so-called "rebuild," but completely remanufactured. Original manufacturing steps repeated, using original factory block.



2. Every moving part **BRAND NEW** top-quality, or fully remanufactured like new! That's why you can buy with new car confidence.



3. Guaranteed by over 2,000 Western Auto Stores & Associate Stores—America's largest group of associated auto supply stores!



4. Backed by a \$50,000,000 company with over 25,000,000 customers—your assurance of continuing quality and reliability.

Wizard-ized Engines

FACTORY REMANUFACTURED*

The Engine You Can Buy with New Car Confidence!



NOTE: Western Auto Associate dealers own their own stores and set their own prices. Terms and conditions quoted are recommended, and subject to variance. © 1961, Western Auto Supply Co., N. C., Mo. (L-23)

SOME RULES FOR SURVIVAL

The intended victims of BW can greatly increase their personal chances of survival by carrying out certain simple measures of precaution recommended by Civil Defense (below), by keeping as fit and healthy as possible and by learning to use new protective devices when they are distributed. Some of these devices are being developed behind the heavily guarded gates of Camp Detrick (right). Scientists there have been working on inexpensive, disposable face

masks, a remarkable silver compound that may be able to purify large bodies of polluted water and photoelectric germ detectors that would give instantaneous results. The new type of filter shown on page 46 could probably be adapted as a permanent trap for water taps or air ducts. When perfected, these presumably would be mass-produced for civilian use. Meantime every American should acquaint himself with the safety measures that may protect him from BW.



A SPECIAL POLICE FORCE GUARDS CAMP DETRICK

BEFORE THE ATTACK



SCRUB FLOORS and clean all furniture and personal effects more often than usual to remove dirt in which biological agents would settle and multiply.



TAKE VACCINES and other specific precautions whenever recommended by a physician or health authorities to acquire immunity, bolster resistance.



REPORT ILLNESSES to physicians, even though symptoms do not seem alarming, to help authorities spot epidemics and prescribe proper treatment.

DURING THE ATTACK



CLOSE WINDOWS immediately if warning of any type of enemy attack is given, since BW may be used along with bombs, guided missiles, invasion.

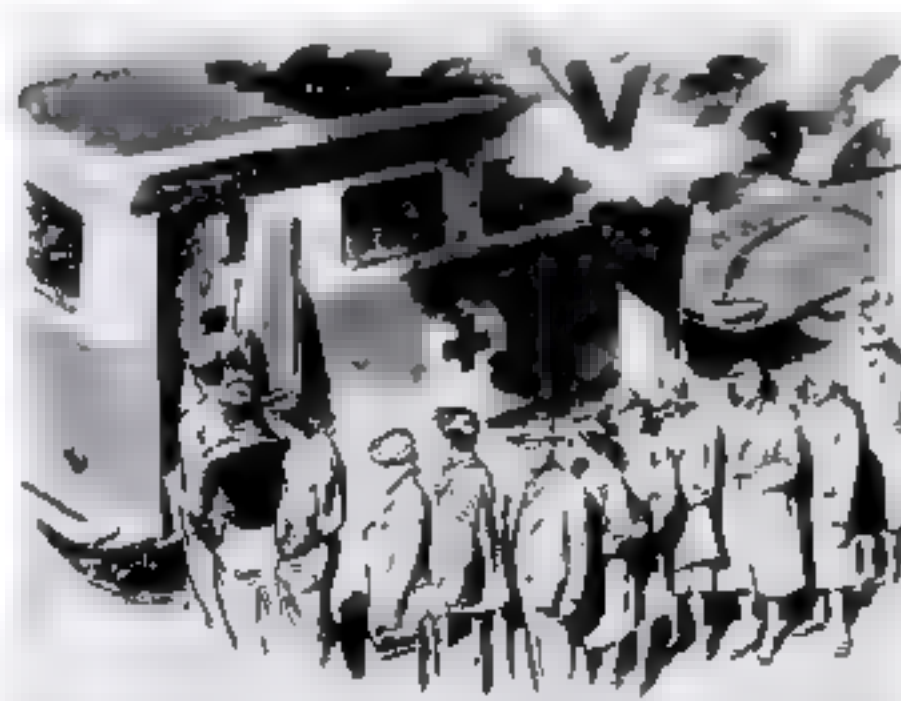


USE SEALED FOODS after washing off outside of container. Avoid eating while attack is in progress so food will not be polluted between jar and mouth.



BOIL ALL WATER for at least 10 minutes before drinking or using for any other purpose. This will kill most disease organisms, destroy botulinus toxin.

AFTER THE ATTACK



OBEY MEDICAL AUTHORITIES immediately when they ask for blood samples or offer specific therapy. But do not leave home until told it is safe.



STERILIZE CLOTHING with boiling water and soap to kill most microorganisms, then hang outside in sunshine. Personal cleanliness is also essential.



BURY CONTAMINATED FOOD and trash in order to eliminate likely breeding places for any remaining disease germs. Burning is equally effective.

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is
nothing
finer
than
a*

STROMBERG-CARLSON"



**THE
STANCLIFFE**

*Distinctive
TV combination
in exquisite
period cabinet.
Giant 24" tube,
AM-FM radio,
3-speed
record changer—
for your complete
home enjoyment.*

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YOUNG PEDESTRIANS GET THE "GO" SIGNAL FROM JUNIOR TRAFFIC COPS

HEAVY TRAFFIC IN FUN

New Rochelle youngsters make game of learning to cope with hazards of an automotive society



AS INVENTOR GRAETER (CENTER) WATCHES IN NEW ROCHELLE PLAY YARD

The 5- to 9-year-olds in the curiously marked New Rochelle, N.Y. playground shown above think the game Traffic Expert Ralph Graeter invented is more fun than marbles, mumblety-peg or hopscotch. The youngsters are by turns pedestrians, treble-voiced traffic cops, and drivers of pedal-powered autos, lent for the game by the Austin Co. Their objective: to negotiate the painted streets without getting a traffic ticket. Winners get no prize, but losers get a summons and a hearing in a junior traffic court (p. 52). Graeter's—and parents'—objective: to teach, by a game, the nimble art of survival in an automotive society.

CONTINUED ON NEXT PAGE

Grand Shave ? Looking Great !



EARLY AMERICAN
Old Spice
FOR MEN

for that Top-of-the-World feeling

while shaving



SHAVING CREAM
Lather and Brushless
.50

after shaving



AFTER SHAVE LOTION
1.00 plus tax
(large size 1.75)

SHULTON
New York Toronto

BELLOWS

a name backed with 120 years
experience, integrity and fine quality
AT NO EXTRA COST

ESTABLISHED 1830...

...the best Whiskies on the
Market



*The best Whiskies
on the Market Today*

Only the best is labelled **BELLOWS**

BELLOWS & COMPANY · NEW YORK CITY

Traffic in Fun CONTINUED



JUST LIKE AN ADULT, Stefanie Secol has a wide-mouthed abbi for Traffic Cop Ronnie Smith after crossing a white stop line at an intersection. The listening drivers absorb the policeman's lecture.



JUST LIKE A WOMAN, young Adrienne Marsh demurely adjusts her hairdo while willing volunteers repair the jammed front wheels of her car. The kids act as pedestrians grudgingly, prefer role of drivers.



BOUND FOR TROUBLE, Andy Bockner swerves roadster across the sidewalk with the STOP signal turned against him, and Traffic Cop Smith makes an approach in the best tradition of the uniform.



BOUND FOR COURT after collision are Andy (left) and Michael Marcus, escorted by the traffic cop. The judge is the playground supervisor, who lectures the young violators on safety regulations.



GOOD THINGS YOU CAN'T SEE IN THE PICTURE

COULD THIS BE A TALKING PICTURE?

Kellogg's hopes it is. We wanted a picture that staged Rice Krispies so temptingly that it would all but tell you how really delicious these little rascals are for breakfast. Of course, Rice Krispies tell you themselves, in the bowl. They give off an enthusiastic little "Snap! Crackle! Pop!" when the milk or cream hits them -- their way of telling you how crisp and good they are. Take KELLOGG'S RICE KRISPIES up on that promise, won't you? Tomorrow morning?

MARINE AIR-DEVILS IN HOT PURSUIT...

HOWARD HUGHES *presents*

JOHN WAYNE

• **YOU** haven't got
the guts to point
your finger at a
guy and say:
Go get killed! •

FLYING

in

JOAN: "When
he comes home
...I forget he's
a soldier...I
just remember
he's my man!"

**BARES THE
HEARTS OF
THE WOMEN
WHO WAIT!**

NORA: "I'm
glad I'm going
to have a baby..
whatever happens
I'll have something
to live for!"

LOIS: "When
wounded kids
grin... it gets
you down...but
it keeps you
going, too!"

with **DON TAYLOR • JANIS CARTER • JAY C. FLIPPEN • WILLIAM HARRIGAN**

BLOOD-RED TRAILS STREAK THE SKY!

ROBERT RYAN

COLOR BY
TECHNICOLOR

LEATHERNECKS

EDMUND GRAINGER production

R K O
RADIO
PICTURES



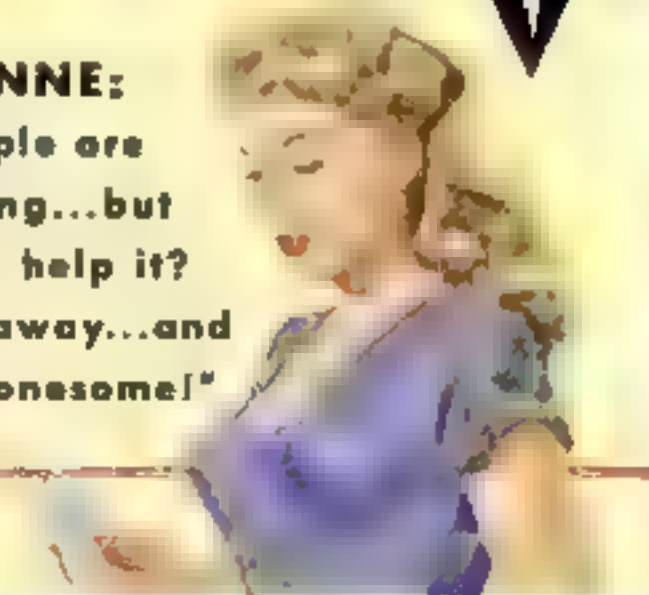
ANNABELLE:
"The boys need
cheering up...
so I cheer 'em
...it's only
patriotic!"



VIRGINIA:
"There's so little
time together...
you've got to
make every
minute count!"



JEANNE:
"People are
talking...but
can I help it?
He's away...and
I'm lonesome!"



Directed by **NICHOLAS RAY** • Produced by **EDMUND GRAINGER** • Screenplay by **JAMES EDWARD GRANT**



Separate, near-zero Locker-Top holds 73 one-pound frozen food packages — plus a gallon of ice cubes.



Aluminum shelves can't rust — hold all your needs. Adjustable sliding shelf and handy Basket-Drawer help keep everything conveniently in reach.



Twin, bin-size Hydrators will keep nearly a bushel of fruits and vegetables garden-fresh — actually restore crispness.

So big! So cold! So dependable!

Frigidaire — the refrigerator made for once-a-week shopping!



Frigidaire De Luxe (9 and 10.7 cu. ft. sizes) has big, full-width Super-Freezer Chest—Basket-Drawer—sliding shelf and adjustable shelves of aluminum that can't rust—bin-size Hydrators. Lower priced **Frigidaire Master** (7.1 and 8.1 cu. ft. sizes) also has full-width Super-Freezer Chest, aluminum shelves.



Frigidaire Standard (8.2 cu. ft. size) is low in cost, big in value! This big, family-size refrigerator gives you all of Frigidaire's lasting quality, and all the basic Frigidaire features. Has big Super-Freezer, adjustable rust-resisting shelves, lift-out half-shelf, Cold Storage Tray and roomy Hydrator.

Frigidaire reserves the right to change specifications, or discontinue models, without notice.

Imagine the convenience of doing your heavy shopping on days when stores aren't crowded! You can—with a Frigidaire!

A new Frigidaire—in the size, model and price of your choice—has up to 50% more storage space than old refrigerators of comparable size... plus the utmost in food-keeping conveniences! Like shelves that adjust—shelves that slide out—aluminum shelves that can't rust—and the Basket-Drawer for small items. Plenty of head room for tall bottles, too. And the Hydrator even "stack" to make space for bulky items.

You'll get instant ice service with Frigidaire's exclusive Quickcube Ice Trays—with no tugging or melting. And the acid-resisting, all-porcelain

interiors are the easiest ever to clean.

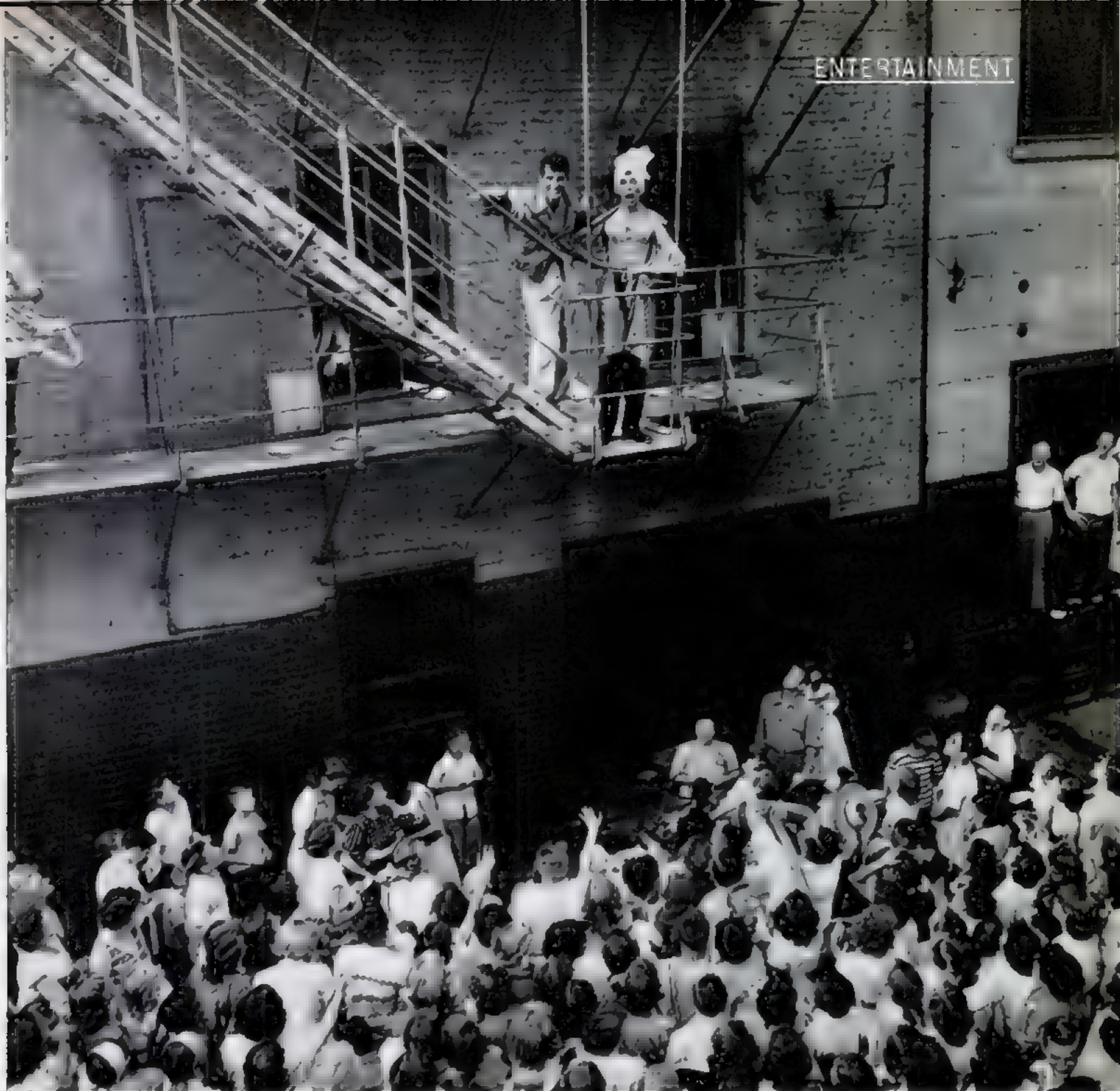
Most important, all your foods will stay good. On a trickle of current, the thrifty Meter-Miser (simplest cold-maker ever built) delivers oceans of cold: (1) *Super-Freezer Cold* for frozen things, (2) *Super-Moist Cold* for fresh fruits and vegetables, (3) *Super-Safe Cold* for other foods.

Let your Frigidaire Dealer show you the new Frigidaire—made for once-a-week shopping. Find his name in the Yellow Pages of your phone book. Or write to Frigidaire Division, General Motors Corp., Dayton 1, Ohio. In Canada, Leaside (Toronto 17), Ont.



Serves in more American homes than any other make...

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America's No. 1 Refrigerator



CLOWNING FOR FANS IN ALLEY OUTSIDE CHICAGO THEATER, JERRY LEWIS ACCEPTS THEIR ADULATION WITH MOCK ASTONISHMENT AS DEAN MARTIN GRINS

CRACKPOTS HIT JACKPOT

Popularity drives Martin and Lewis into the open on the best-paying personal appearance tour ever

The strange street scene shown above marked the climax in Chicago last week of one of the maddest marathons ever seen in show business. During a personal appearance tour to promote their newest movie, *That's My Boy*, the young comedy team of Martin and Lewis (*see cover*) made history inside and outside theaters in New York, Detroit and Chicago. The tour began at New York's Paramount Theater, where the comedians were guaranteed \$50,000 a week plus 50% of the theater's profit over \$100,000. This meant that rapid audience turnover was the key to a big take, but after their first show, few patrons budged from their seats. Lewis finally got the happy fans out of the theater by advising them that the next performance (free) would be presented from the dressing-room windows. From that time on the comedians put on short alfresco acts after each stage show, and the ruse worked so well—jamming traffic but emptying and refilling the house—that they repeated it, sometimes in windows, sometimes

on fire escapes, everywhere they went. Indoors or out, the kind of bedlam that distinguished their tour (*pp. 58, 59*) was wilder than anything provoked by Bob Hope at his zaniest or Frank Sinatra at his swooniest. Clowning outrageously, throwing themselves and their clothes about with manic energy, they broke up their audiences, broke all attendance records and nearly broke themselves down. After four weeks Martin and Lewis had earned \$260,000 in the theaters, establishing them as the highest paid act in show business. Their triumphs left the comedians so exhausted that they canceled their final week. This pleased worried friends, who have suggested that not even the energy of Martin and Lewis is unlimited. But the comedians, who have been together five frantic years, already are planning more movies, more TV shows and more nightclub appearances. Asked why they bother when their income (the 1951 gross should reach \$1.5 million) will go mostly for taxes, Lewis replies, "The government needs tanks."

IT'S NOT THE OIL THAT CREATES SLUDGE, BUT...

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Sludge is caused by Water in the Oil



Dangerous corrosive acids are created by Water in the Oil

● If your engine is "sludge choked" or "acid eaten" don't blame your oil. Blame *crankcase moisture* from engine blow-by—for water in the oil is the major cause of sludge formation and corrosive acids.

For extra protection against crankcase moisture ask for Walker Oil Filters with patented Laminar construction. In addition to filtering dust, dirt and other ordinary abrasives found in the oil, the Walker Oil Filter has the additional ability to absorb water in the oil, too. To help prevent sludge and crankcase acids, ask your dealer for a Walker Oil Filter. Walker Manufacturing Co. of Wisconsin, Racine, Wis. Oil Filters, Exhaust Silencers, Jacks and Electric Lifts.

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WITH PATENTED *Laminar* CONSTRUCTION

PROTECT YOUR ENGINE AGAINST ALL
DANGEROUS OIL CONTAMINANTS—INCLUDING WATER



A FAN FALLS through the top of convertible as the crowds clamor for autographed photos under the stars' dressing room at Detroit's Fox Theater. At

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To all women
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You're missing something if you've never worn Meds, the Modess tampon. Meds are an internal sanitary protection. They are made of soft white absorbent cotton... designed by a doctor, popular with nurses. Each one has its own improved applicator for easy insertion.



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Married women, single girls, we're so sure you'll like Meds we want you to try them at our expense. Write today.

FREE! Send your name and address for a free sample package of Meds in plain wrapper. Write Miss Olive Crenning, Personal Products Corp., Dept. 6-4, Milltown, N.J. Check desired size: Regular 1, Super 1, Junior 1. One package to a family. U. S. only.

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GET A
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SCRIPTO, INC.
Makes the largest
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HOLDING HER TROPHY, a battered piece of Martin's straw hat, young fan goes home in triumph.

PLAYING UP to mob (left), Martin pretends to offer jacket. Later, the comedians toss hats to fans.



right the boy is hauled out by a friend. In four weeks the comedians gave away a million photos. They also threw the fans towels, slippers, hats and candies.

CONTINUED ON NEXT PAGE

It's written in the Stars!

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AT COPA, MARTIN (UNDER HAT) AND LEWIS (FALLING AT RIGHT) BARGE IN ON QUARTET AND END ON THE FLOOR IN LATE SHOW CALLED "3 A.M. MAYHEM"

THEY BOUNCED INTO THE BIG MONEY BY RUNNING WILD AT THE COPA

Only two years after organizing their act, Martin and Lewis exploded into full stardom in New York's Copacabana nightclub where they wreaked more havoc than a typhoon. They watered customers' cigars, spilled customers' food, battered and embraced each other, staged short sprints around the premises and occasionally sang songs. They were a howling success, and they never came back to earth. Up to that time Martin and Lewis were enjoying their own act. "We laugh at each other," said Jerry, "so we don't care if the audience laughs. We think we're funny." But having scored their biggest success

at the Copa, they were signed by NBC for radio and television and by Hal Wallis for movies, and suddenly the worries of success began to crimp their fun, although nothing could crimp their style.

Unlike great comedy teams of the past, which merely made people laugh, Martin and Lewis affect their following—both adults and bobby-soxers—like sexy Pied Pipers. Martin, who sings with soggy languor, opens the act with a ballad which sets the fans to screaming and, occasionally, swooning. Then Jerry Lewis, with a face like an orangutan and a variety of voices (all

screechy), bounds on-stage. For 40 breathless minutes he does rubber-faced imitations, he leads the orchestra into noisy chaos, he heckles his straight-man partner, he tries to sing but only brays, he dances with rubber-legged virtuosity, he litters the stage with sheet music, instruments and musicians, and punctuates these activities with pratfalls. Oddly the comedy also seems to arouse feminine emotions. In the theaters Martin had to caution the squealing girls: "Jerry is a married man. He has two children." To which the youngsters merely screamed back a Lewis-ism: "We like him! We like him! . . ."

BETWEEN SHOWS LEWIS PLAYS DOORMAN (LEFT), JOINS MARTIN IN DOUSING ORCHESTRA LEADER (CENTER), CROWNS AN UNSUSPECTING CUSTOMER (RIGHT)



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Pictures of those wonderful kids
will save this day for the years

Your snapshots tell the story best

Around home or on an outing, you and your camera can make a priceless snapshot record. And with extra prints for family and friends—especially that boy in the Service—it's easy to share the record.

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Share "snapshot news" from home—send extra prints



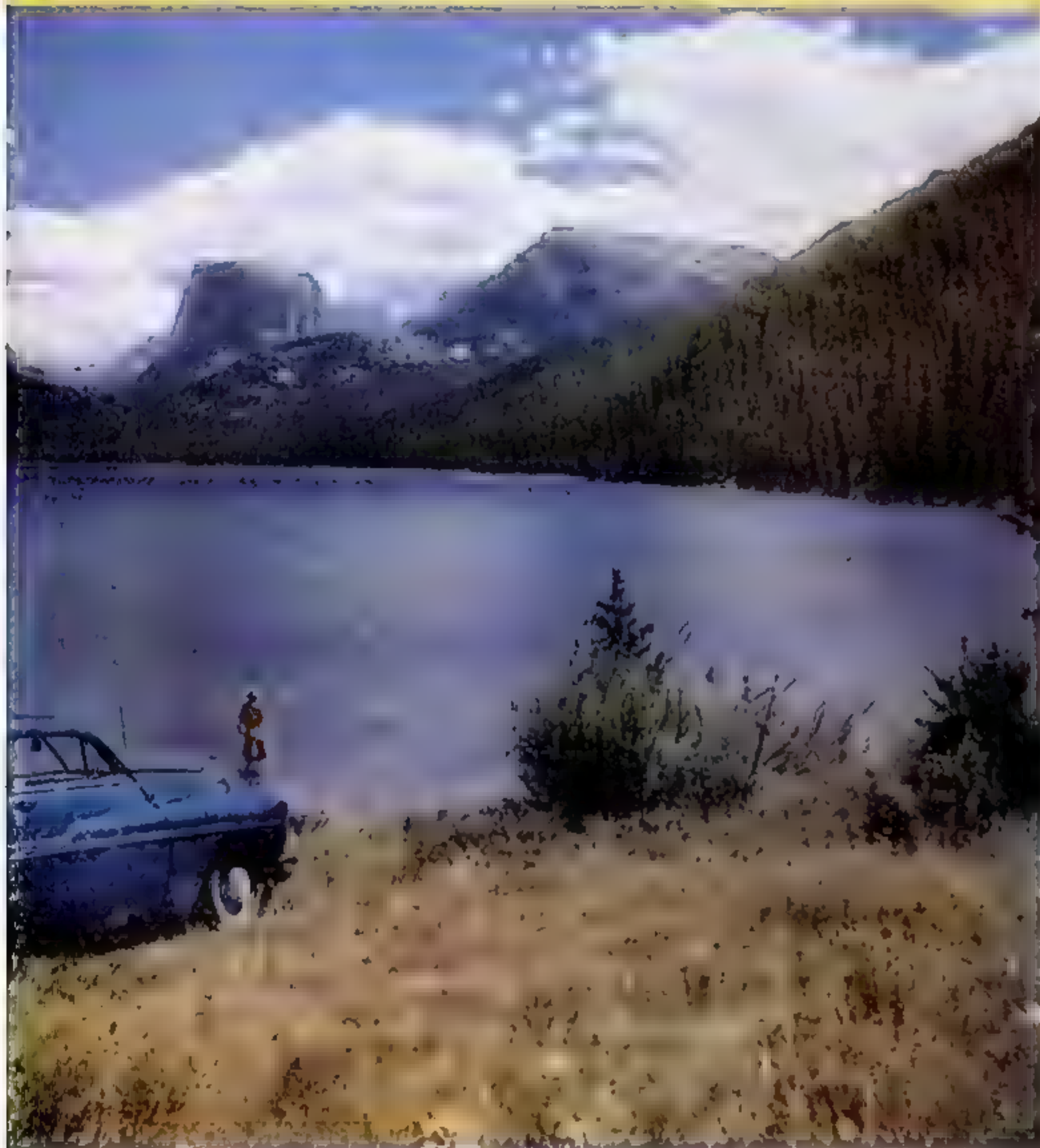
At your dealer's—dependable Kodak and Brownie cameras for snapshot opportunities ahead.

For black-and-white snapshots, Kodak Verichrome Film. For full-color snapshots, Kodacolor Film.



To get there...

MORE PEOPLE RIDE ON GOODYEAR



Head your car toward the Wind River Range in Wyoming (left), Charleston Gardens, S.C. (center), or Santa Monica, California (right) . . . wherever you go, you'll find more cars equipped with Goodyear tires than with any other kind.

And, it's to your advantage to know why.

Car makers, who really *know* tires, equip new cars with more Goodyear Super-Cushions than any other tire. Year after year, these specialists find they can depend upon Goodyear for the de-



sign, materials and manufacturing skill that make a difference in tire performance.

And, motorists *buy* more Goodyear Super-Cushions than any other low-pressure tire. From their experience in driving *billions* of miles each year,

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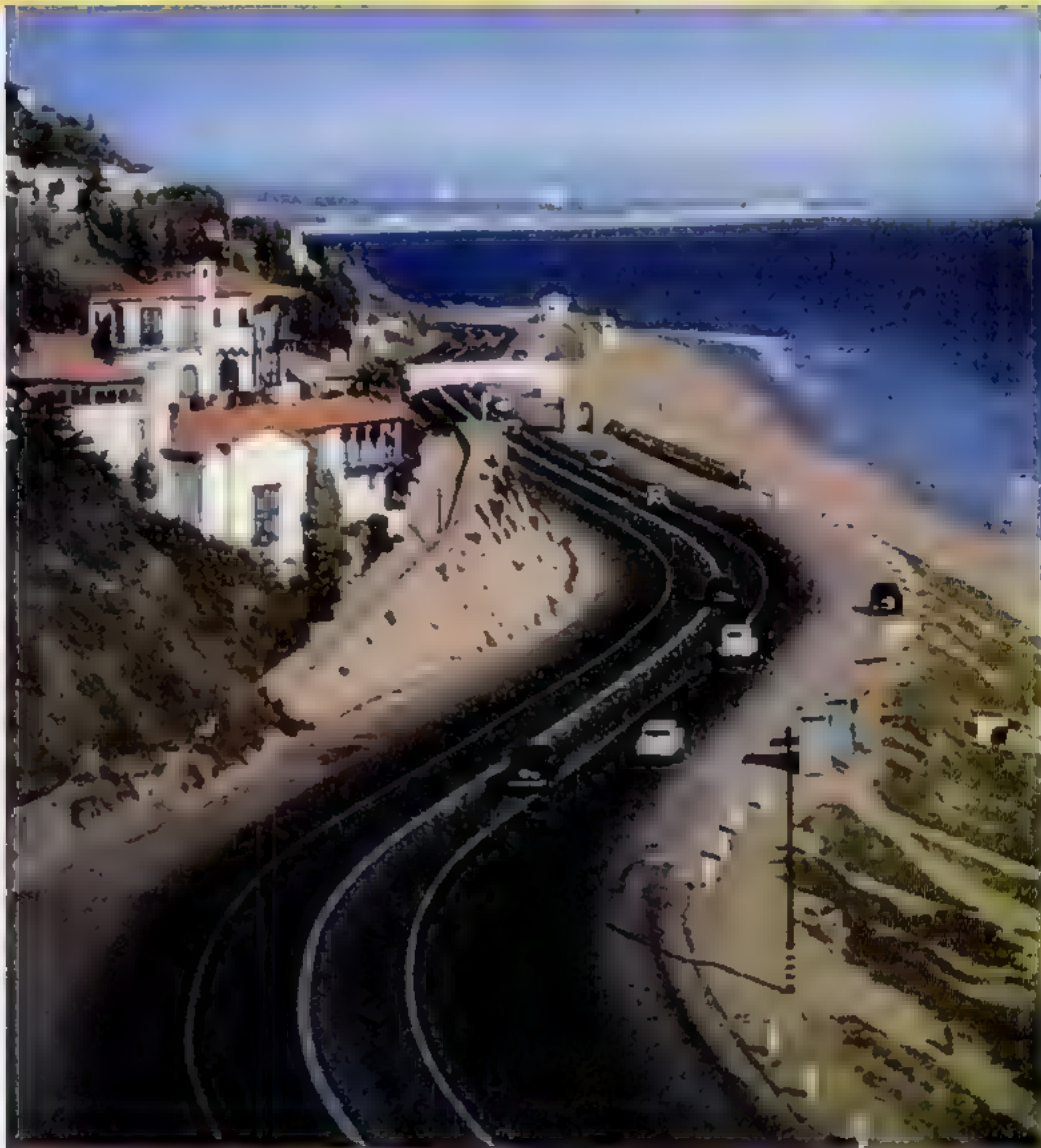
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Super-Cushion, T M.—The Goodyear Tire & Rubber Company, Akron, Ohio

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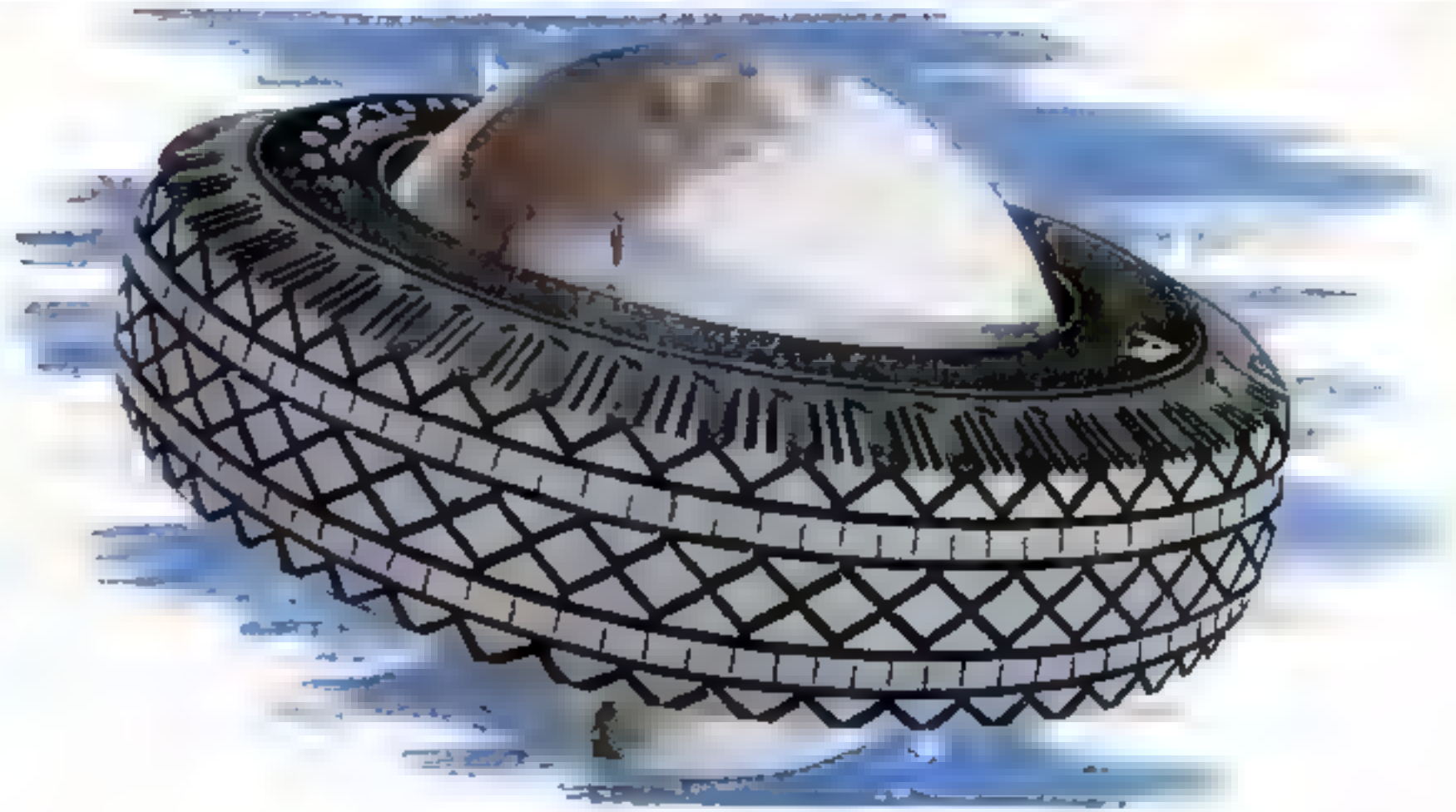
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they find that for a soft, comfortable ride, for long mileage, and true safety, the Goodyear Super-Cushion just can't be equalled! Doesn't it stand to reason that the tire that gives the most people the greatest satisfaction is the tire for you to buy?

GOODYEAR

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No other Bond can match
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IT'S A "DAILY
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TEETH AND GUMS!



Chewing crunchy MILK-BONE DOG BISCUIT is fun and then some for dogs! It gives the teeth and gums the exercise that helps to keep them healthy...it gives your pet the solid satisfaction of vital nutrients. Economical because it's concentrated food. Baked for purity and easier digestion, MILK-BONE DOG BISCUIT is sealed in lined containers. Feed it daily!

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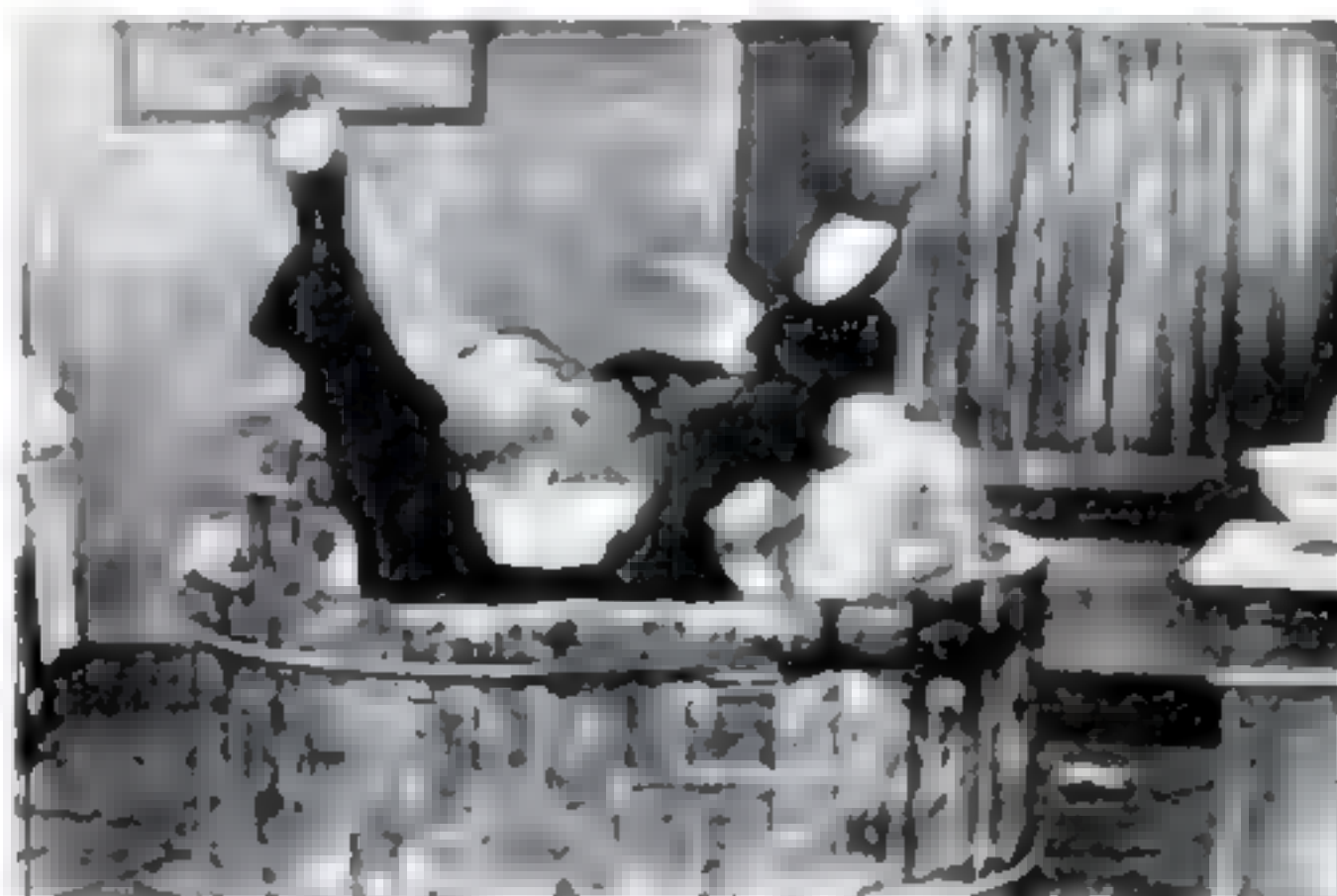


Academy of Designing Award 1951

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Martin and Lewis CONTINUED

AN UNSCHEDULED SPLASH ON TV



IN TELEVISION SKIT Jerry Lewis plays a country bumpkin who washes in an old-fashioned bathtub while a big-city slicker, Dean Martin, ridicules him. "This is how to take a bath?" asks Martin. "I like it," Lewis yelps. Then, in a bit of slapstick not included in their script, he up-ends Martin in the tub.

CONTINUED ON NEXT PAGE



Sandy's Ace



Is smoother, stronger



Costs him less



For it lasts far longer

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A type for
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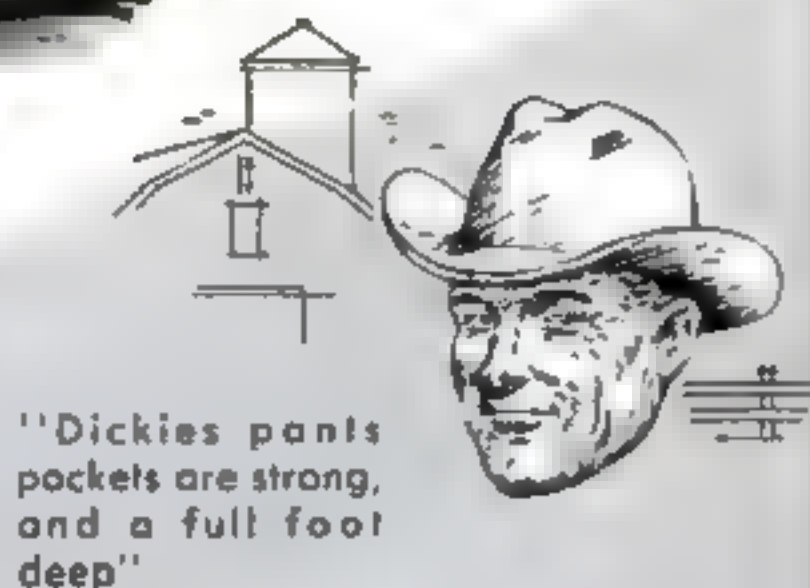
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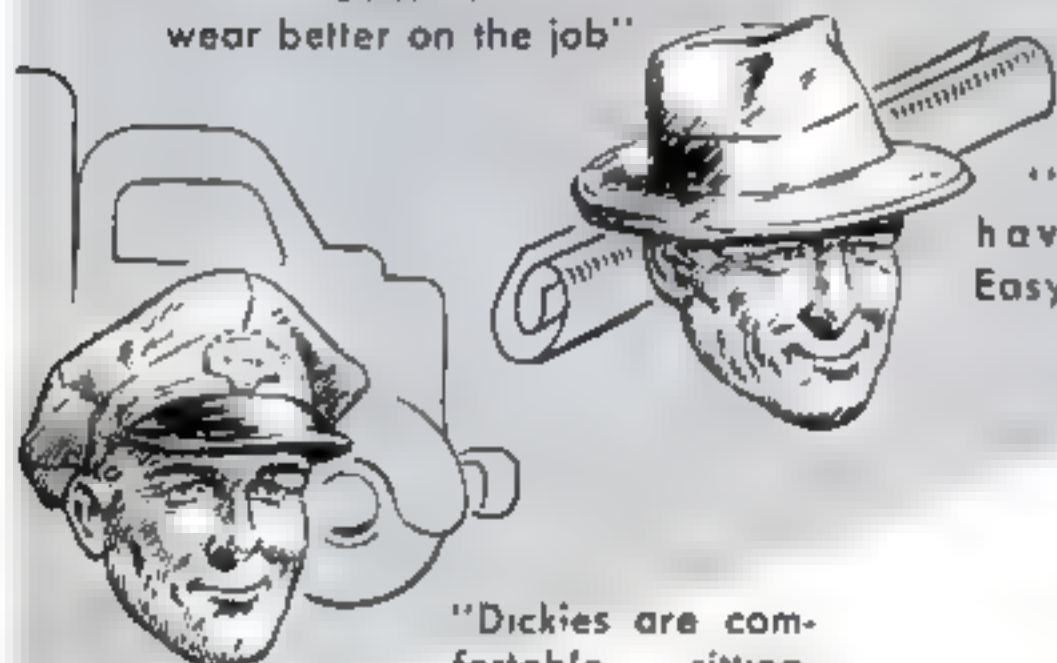
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Martin and Lewis CONTINUED

THEY EVEN DAZE HOLLYWOOD

In 1948 Martin and Lewis descended on Hollywood to make their first movie, *My Friend Irma*. They became the despair of directors and the delight of the accounting department. Once, when Producer Hal Wallis found his shooting hours soaring because of the comedians' clowning on the set, he called a mass meeting of his employees, Martin and Lewis included, and dressed them down. Afterward the apparently chastened comedians walked forward sheepishly. Reaching Wallis, they silently licked his face. "I give up," said Wallis, retreating for a towel. At the box office the team more than makes up for such nonsense. This year *At War with the Army* already has grossed \$3 million and two new pictures, *That's My Boy* and *The Stooge*, promise to do even better.



ACCEPTING HONORS at dinner given by Hollywood's Friars Club, Martin joins Emcee George Jessel in song as Lewis, dangling a cigar, mimics Jessel.



APING CHIMP, Lewis does some impromptu clowning. When producer saw them, he wrote the chimp into movie. Martin said, "Which is my partner?"



HECKLING HIS BOSS, Lewis aims impudent grimace at Director Norman Taurog during shooting of *The Stooge* as Taurog attempts to make a point.



Joan Evans' Rayve-clean hair is so soft...so brilliantly clean...it's *easy* to curl!

Hollywood's
lovely young
JOAN EVANS,
a **SAMUEL GOLDWYN**
star, says

"No other shampoo makes my hair
so shining clean...so easy to curl!"

"I've never used any shampoo that leaves my hair so shining and soft and *curlable*!" exclaims honey-blonde Joan Evans, adorable young Hollywood star. "That rich creamy Rayve lather leaves my hair just sparkling clean—and so full of life!"

Now—make the discovery young Hollywood stars have made! See how gloriously soft and shining your hair is after a Rayve shampoo—how easy to curl! Rayve's unique balanced formula combines *deep-cleansing*

lather with rich *curl-conditioning* oils—coaxes out sparkling new-found waves and curls you never dreamed you had!

"Make the limp wave test!" say smart young Hollywood stars. Shampoo with Rayve when your wave is at its lowest ebb—at the tag-end of a permanent. The wonderful way Rayve revives that tired wave will be all the proof you need! Get a tube or jar of Rayve Creme Shampoo today—see how it makes your hair *want* to curl!



MONEY-BACK GUARANTEE! If your Rayve-clean hair isn't shinier—softer—curlier, send Rayve carton or cap-liner with name and address to Rayve, Box 2, 505 Park Avenue, New York 22. Full purchase price refunded immediately!

*Now... a few easy wipes
make furniture shine like a mirror!*



This un-retouched photo shows how O-Cedar Dri-Glo—the new, non-oily silicone polish—makes furniture shine like a mirror. Just smooth

on Dri-Glo and let it dry. Then, with a few easy wipes, you give your furniture a lovely luster that lasts for months. And that's not all . . .



Hot coffee won't mar Dri-Glo's protective, long-lasting silicone shine.



Dust can't cling. Dri-Glo's smooth surface is easy to dust as a glass-topped table.



Sticky finger prints wipe off easily with a damp cloth—the luster is bright as before.



Dri-Glo removes most surface dirt.



98c bottle of Dri-Glo shines all furniture in an average 6-room home.

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A NON-OILY SILICONE POLISH
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GUARANTEE! Your money back if you aren't completely satisfied Dri-Glo lives up to every claim made for it here.



STARCHED CRINOLINE WITH EYELET RUFFLE (\$5.95) IS WORN UNDER LACQUERED NET (\$7.95, BOTH SYDNEY BUSSE)

Foundation for Fall

THE WELL-DRESSED WOMAN MUST LEARN TO KEEP A STIFF UNDERSLIP

This fall's stylish woman may have to learn to starch her petticoats and occasionally to give them a good shellacking. The new silhouette showing up in all price and style brackets has a slim middle and flaring skirt that stands away evenly without bunching. Custom houses do it with stiff linings, but others have a shortcut in the separate crinoline underskirt. Crinoline is a century-old device, known recently to wearers of wedding gowns, ball dresses and bouffant late-day cottons, but it is making its first bow

as a foundation for tweeds and flannels. Heretofore discarded after a few wearings, crinoline's new everyday use requires sturdier construction and frequent reviving, particularly under fall fabrics. To keep a stiff underslip, stylists say: restarch crinolines and press while damp; shellac lacquered ones over a blotter. Young Designer Anne Fogarty, leading champion of the daytime crinoline, shows her new collection over two stiff petticoats instead of one. For the full effect of her crinoline wardrobe, turn the page.

FOUNDATION FOR FALL CONTINUED



SLEEVELESS DAY DRESS in flannel (S15) has patent Santa Claus belt. Like all dresses on these pages, it is worn over two or more underskirts.



TWEED AFTERNOON DRESS (\$40) makes new use of familiar fabric, looks dressier with white satin hat (Belmar \$8) and glitter pin on sleeve.

VELVETEN FITTED COAT doubles as a dress (\$60). Here it's fall coat style. Stown with potted hat and muff (Belmar \$5.1), it can go over dresses above.



MINK-TRIMMED TOWN SUIT consists of collarless fitted cardigan and full skirt in navy worsted flannel (\$60) worn with separate fur choker (\$5).



INFORMAL EVENING DRESS made of quilted denim with scooped neck (\$45) is worn for dinner at home with thong sandals (Capezio, \$12.95).

FORMAL DINNER DRESS which bares back and shoulders (\$40) is more traditional topping for crinolines. Capezio's matching fabric pumps cost \$11.95.



Kii oluolu!

It's a "pleasant picture"—no matter how you put it—
when thirst makes you think of Dole Pineapple Juice! All the leisurely, golden charm
of Hawaii itself is here for you to savor—in a sunlit glass! You taste a drink as pure
as the Islands' air, for Dole Pineapple Juice is nature's own sweet product!

Pour it for breakfast, have it between meals—to put you in a holiday mood!

For the brand-new booklet, "How You Can Give Hawaiian Parties,"

send 25c to Dole, Box 5B, 215 Market Street, San Francisco 6, Calif.



OLD HOUSE AT KAHALO PAINTED IN HAWAII FOR THE HAWAIIAN PINEAPPLE COMPANY BY WILLARD SHEETS

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pineapple juice



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P.S. So quick—just chill, shake, punch, pour!



AT HOME Anne Fogarty (on floor) and painter-husband Thomas entertain crinoline-wearing Cathy McManus of *Vogue* and Lord & Taylor's Jeane Saxe.

CRINOLINE'S BEST FRIEND

The current hoopla over crinolines is largely due to the work of a bright young designer whose trademark is a giant safety pin. Anne Fogarty began plugging ballroom crinolines for daytime last spring and has 40 versions of the silhouette this fall. A size 7 ex-model with no need to camouflage her hips, she herself wears three or four stiff petticoats at once. Just back from Europe where her wardrobe caused a favorable riot, she is probably this style's most effective plugger since 1922 when Irving Berlin had the U.S. humming "Back to those crinoline days."



AT WORK designer helps a model dive into her petticoats in dressing-room rush which occurs during twice-daily showings of fall line to buyers and press.

THERE MUST BE ANOTHER ONE SOMEWHERE!

HE'S LOOKING FOR MORE UNDERWOOD'S THEY ALWAYS GO FIRST!

TIP
UNDERWOOD sandwiches are top picnic favorites. For variety mix it with cream cheese, peanut butter, or mayonnaise.

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THE ORIGINAL—ALL FINE HAM—ZESTFULLY SEASONED
For 86 years America's favorite spread



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Which is really "Hopalong Cassidy"..?



FAMOUS
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(See answer below)



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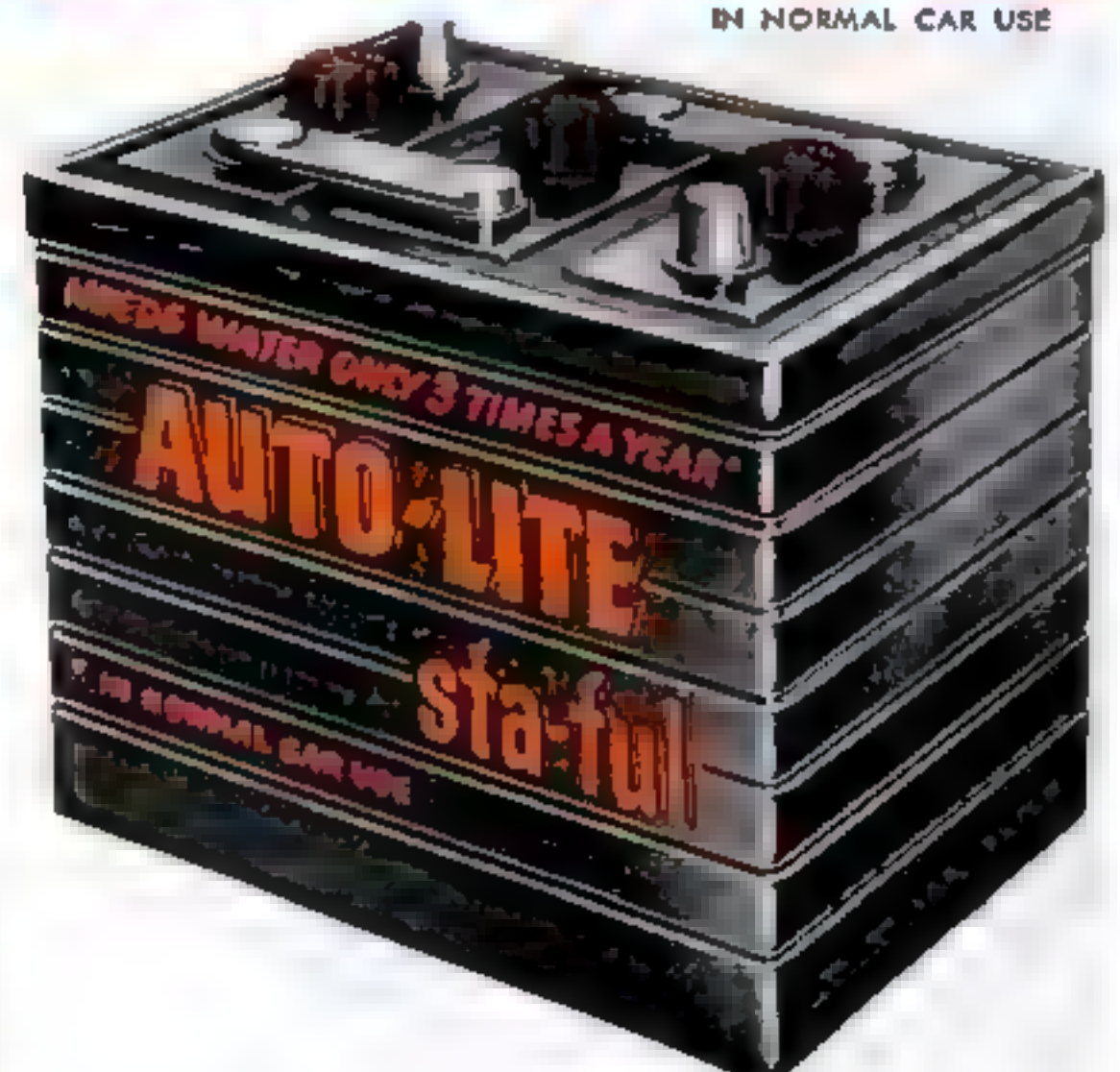
NO MATTER how much batteries look alike, you'll have the answer to your battery problems when you install Auto-Lite "Sta-ful," the battery that needs water only 3 times a year in normal car use. In addition, Auto-Lite "Sta-ful" Batteries give longer life in tests conducted according to accepted life cycle standards. And you'll have the right answer when.

you select the photograph at the left as famous cowboy star "Hopalong Cassidy" (William Boyd). At the right is popular Hector DuBois of New York City.

Remember, car batteries may look alike, but be wise — buy an Auto-Lite "Sta-ful". Money cannot buy a better battery.

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Tune in "Suspense!"... CBS Television Tuesdays



WHILE ROADSIDE RESTAURANT PATRON VISUALIZES A DELECTABLE MEAL, THIS IS WHAT GOES ON IN KITCHEN

The Roadside Restaurant

The summer motorist is only looking for plain good food. Instead he finds vulcanized steak, decaying salad and French fries that taste like rubber

by WINTHROP SARGEANT

ILLUSTRATED FOR LIFE BY GEORGE PRICE

EVERY summer about 20 million U.S. motorists load their families into their cars, consult their road maps and set out on more or less extended expeditions to see the U.S.A. Nearly every one of them has a carefully considered theory about how to choose the right eating places along the highway. At one time or another I have harbored a number of these theories myself, but a dozen automobile trips across the country have been enough to convince me that all such notions are sheer illusion.

There is the man with the Duncan Hines theory. He ventures out equipped with a guidebook listing the restaurants which his expert has tested. When he finds them he doesn't do too badly, but instead of seeing the U.S. as he had planned, this man spends practically all his vacation locating the recommended restaurants and trying to reach them before closing time.

There is the man with the tearoom theory. He avoids diners and hash houses and makes for the local Busy Bee Tea Shoppe, feeling vaguely that what his digestion needs is a gentle feminine touch. His experience invariably ends in frustration. He spends his meal hour trying not to lean on a flimsy table lest he upset a mass of imitation Florentine crockery. He tries to consume health breads and salads of raw carrots and raisins while cringing under the suspicious eye of one of the implacable silver-haired old ladies who invariably run these places. He not only eats bad food; he is deprived of the pleasure of complaining about it, since any complaint would obviously be considered an affront to genteel and aging American womanhood.

There is the man with the hotel theory. This is based on the assump-

tion that hotels, being bigger structures than hash houses, therefore serve better food. It is, of course, a perfect *non sequitur* from a logical standpoint and, as a rule, a tragic error.

There is the man with the "ask a native" theory. The native he approaches is always a deceptively affable gas station attendant or policeman whose near-relative runs one of the most appalling greasy-spoon joints in the neighborhood. The native mentions it with engaging shyness, allowing that it doesn't look like much from the outside but hinting that if the tourist is after real good food, there is no place like it in town. The tourist walks blindly into the trap.

Finally there is the man with the "eat where the truck drivers eat" theory. This has usually been propounded by some friend with a grave air indicating vast experience on the U.S. highways. The man who holds this theory is in the grip of one of the most insidious myths in the folklore of American travel. He is doomed from the start. He will end up with nothing but an acute case of gastritis and an awesome respect for the incredible powers of survival exhibited by the U.S. truck driver.

Whatever his theory, the chances are that the U.S. motorist will return home a weakened and chastened man who has experienced one of the most unbelievable assaults on the human digestive system ever contrived by the cooks of a civilized nation.

The technique of this assault runs in regular and established grooves. The victim approaches the dining room in a spirit of happy anticipation. He is no gourmet. He does not expect to be fed on truffles and *foie gras*. He has a simple and easily realized dream of good plain American cooking such as is found in countless well-run homes all over the

THE MOST FABULOUS DISCOVERY EVER MADE!



● Ninety-two years ago, on August 27, 1859, Col. Edwin L. Drake's drilling crew struck oil in the sand and shale of Oil Creek, near Titusville, Pa. This pioneer well tapped a vast subterranean deposit that ushered in a new giant among industries... the petroleum industry.

Little did Drake realize he had discovered the most richly endowed oil region ever to be found. The Pennsylvania Grade region is so fabulously favored by nature that even to this day the natural quality of its oil has never been equalled by any other oil field in the entire world. Only members of the Pennsylvania Grade Crude Oil Association are privileged to sell Pennsylvania oils under the Association emblem. "There is a public trust that assures you of getting the finest engine protection money can buy. So... WHEREVER YOU DRIVE ASK FOR AND INSIST ON ONLY THOSE OILS MADE FROM 100% PURE PENNSYLVANIA.



For your protection, only oils made from 100% Pure Pennsylvania Grade Crude which meet our rigid quality requirements are entitled to carry this emblem, the registered badge of source, quality and membership in our association.



PENNSYLVANIA GRADE CRUDE OIL ASSOCIATION
Oil City, Pennsylvania

ROADSIDE RESTAURANT CONTINUED

country. He consults the menu and is quite satisfied to find such reassuring and familiar items as Virginia ham, pork chops, steak, hamburger, French fried potatoes, green vegetables, salad, ice cream and coffee. In his mind he conjures up a pleasing vision. The steak, if he orders it, will have the tenderness and flavor that come from proper aging. The pork chops will be fresh from the frying pan, the hamburger pink on the inside and delicately browned on the outside. The French fries will emerge with the golden crispness that they retain in the first magic moments after they have been dipped from the sizzling fat. The salad will consist of succulent greens carefully anointed just a moment before they are served with oil and vinegar out of separate bottles.

In a kitchen vaguely resembling the back room of an unlicensed slaughterhouse, the roadside cook goes to work. His arsenal includes a steam table on which previously embalmed food may be kept for weeks in a deceptive state of warmth. It also includes a pot of gray-colored grease which he swabs over the top of his range with what used to be known as a dish mop. In the middle of this puddle he plants a leathery slab of meat, or a handful of hamburger, thoroughly singes it, drops it onto a platter and then scrapes off the remainder of the burned grease and dumps it back into the grease pot. If the customer has been wary and insisted that the concoction be "broiled," he throws it into one of the gas chambers from which



The tearoom not only has bad food; you can't complain about it, either

it emerges in a state most accurately described as vulcanized. The French fries, which are cooked in the grease pot itself once a week, have been ready to serve for days and have long since taken on the texture and aroma of old rubber. The salad turns out to be a shred of wilted lettuce and a slice of tomato, sometimes covered with bottled mayonnaise, sometimes with a curious semiviscid liquid evidently composed of emulsified water, hair oil and paprika. In placing this repast before the customer, the waitress then performs her one act of kindness. "Ketchup?" she inquires helpfully. The customer, looking gloomily at the congealing substance before him, agrees. "Yes, ketchup."

Ketchup is to the U.S. hash house what glamour make-up is to the U.S. movie star. It is a sort of culinary cosmetic, and nobody ever knows exactly what is underneath it. Its use is so universal from Maine to California that it might justly claim to be the standard flavor of American restaurant cooking. In the great gustatorial dust bowl that stretches from Ohio to Arizona, the traveler gets the impression that the inhabitants have never tasted anything else. Here the existence of a varied bill of fare is merely a quaint tribute to tradition, since one can distinguish the difference between a steak and a mess of liver and onions only by dredging for samples and methodically examining their texture.

Fortunately for the traveler, there are other sections of the U.S. that are not quite as aboriginal as the Middle West and the Rocky Mountain area. Big cities usually contain a few passable restaurants, though the tourist seldom finds them. New York, San Francisco and New Orleans are, of course, noted for good food.

The dear old South, on the other hand, appears to be in the last

CONTINUED ON PAGE 72



From an original oil painting by Gladys Rockmore Davis

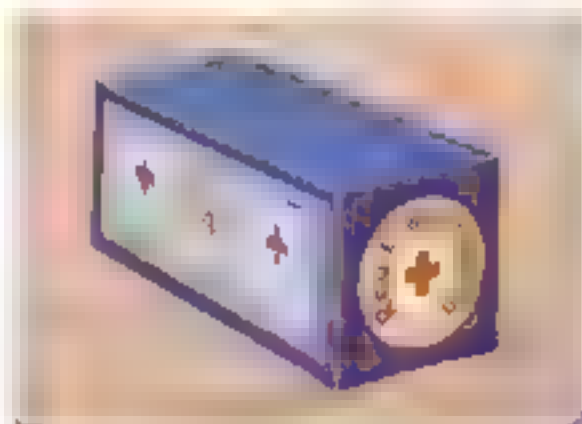
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ROADSIDE RESTAURANT CONTINUED

stages of culinary decline. It is the foremost outpost of the tearoom run by the genteel, silver-haired old lady. Armed with hominy grits, wet corn pone, snap beans, cold fried eggs and that greasy travesty of past grandeur known as Southern fried chicken, she seems to regard the Yankee digestion as the last objective in the War Between the States.

A notable feature of nearly all these areas except the South is a curious lack of respect for regional specialties. You would think, for example, that the best place to get a steak would be the cattle country of the Southwest, and that you would find New England boiled dinners in New England. Not at all. It is virtually impossible to find a good steak in the cattle country, and if you do happen on a passable one it is known apologetically as a New York cut, and has probably been imported from Chicago. The reason for this situation, as any cattleman will explain, is that all cattle in the cattle country exist in a state of semistarvation until they are shipped to such fertile states as Iowa and Missouri for fattening. Having learned this fact of economics, you might conclude that fine steaks can be had in Iowa and Missouri. But this is merely another illusion, as any trip through these states will demonstrate. A motorist



*"Eat where the truck drivers eat"
is an insidious myth*

can, of course, travel for days in New England vainly searching for a boiled dinner. The best New England boiled dinners are served in New York.

The obliviousness to local tradition and the bounty of surrounding nature is best illustrated by the special case of Southern California. Here a curious mentality fostered by Hollywood has converted the restaurant into a dream palace of chromium and old leather, often shaped fancifully on the outside like a derby hat or a magnified hot dog. California teems with the most lavish variety of agricultural products found anywhere in the U.S., and the sea food of the Pacific is of a special kind, fit to make the gourmet's mouth water. There is, for example, probably no fish in America that equals the California sand dab. But Southern California restaurants have never heard of it. Instead they will serve you Long Island scallops or fillet of haddock painstakingly imported all the way from the Fulton Fish Market in New York. There may be an orange tree growing beside the restaurant, but the orange juice served inside will come out of a can. In the nearby Imperial Valley hordes of patient Mexican laborers toil to provide America with the most magnificent assortment of salad greens found anywhere in the world. But the average Southern California restaurateur's conception of a salad is a clammy cube of gelatine, laced with raw

CONTINUED ON NEXT PAGE



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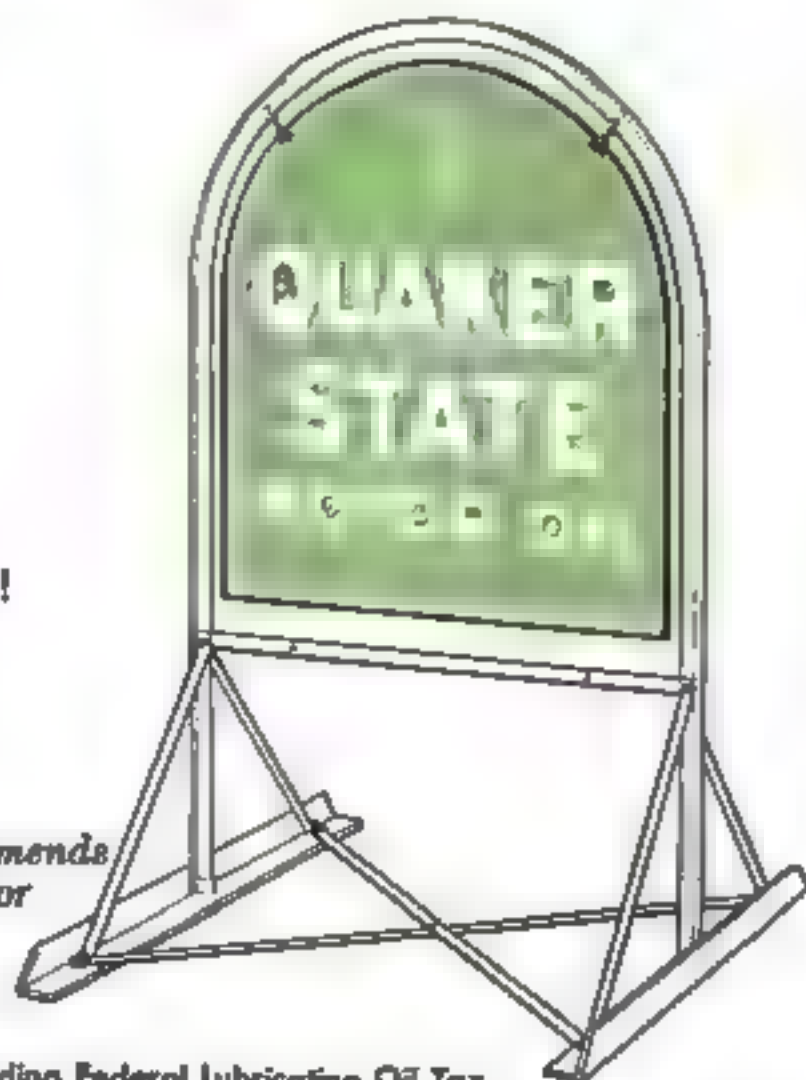


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ROADSIDE RESTAURANT CONTINUED

carrots and topped with sweet mayonnaise. The high-class and very expensive Southern California restaurant does occasionally serve salad greens, but only after subjecting them to a curious process that renders them almost unrecognizable. The result is something known as the Caesar salad, which, along with an under-aged steak, constitutes what is locally regarded as the epitome of the classy meal. The Caesar salad is the Cecil DeMille spectacle of the salad world. It is pretentious; it contains a lot of everything; and its flavor has something in common with overdone Technicolor. To make it, you pour oil and vinegar into a mixing bowl and add a teaspoon of salt. To this classical combination, which has served as salad dressing since the time of Horace, you then add a half-cooked egg, pepper, mustard, Worcestershire sauce, chopped anchovies, chopped scallions, chunks of toast that have been rubbed with garlic, and a small shovelful of grated Parmesan cheese. Still not content, you plant a large piece of Roquefort or Gorgonzola cheese in the middle of the bowl and proceed to mix the entire mass into a gray paste, which is then poured over whatever green stuff happens to be present. As a systematic plot for the debauchery of innocent salad greens, this concoction is uniquely efficient. In the end, the greens can be replaced by old newspapers without any appreciable change of flavor.

In whatever region he is traveling, the American tourist soon finds that good, simple American cooking is an elusive myth. Ethnographically speaking, what he eats is the product mainly of Chinese, displaced southern Balkans and denationalized Italians, few of whom have the slightest idea of how to cook American food. The Chinese are, of course, an age-old nation of gourmets, and there are sections of the U.S. where the Chinese restaurant, with its noodles and delectably cooked combinations of meat and vegetables, offers the only thing that can be described as cuisine for miles around. I have yet to discover, however, a Chinese cook who can serve up an acceptable American meal. His efforts in this direction invariably end in a variety of fried and cornstarch-thickened substances whose prevailing taste is that of stale peanut oil.

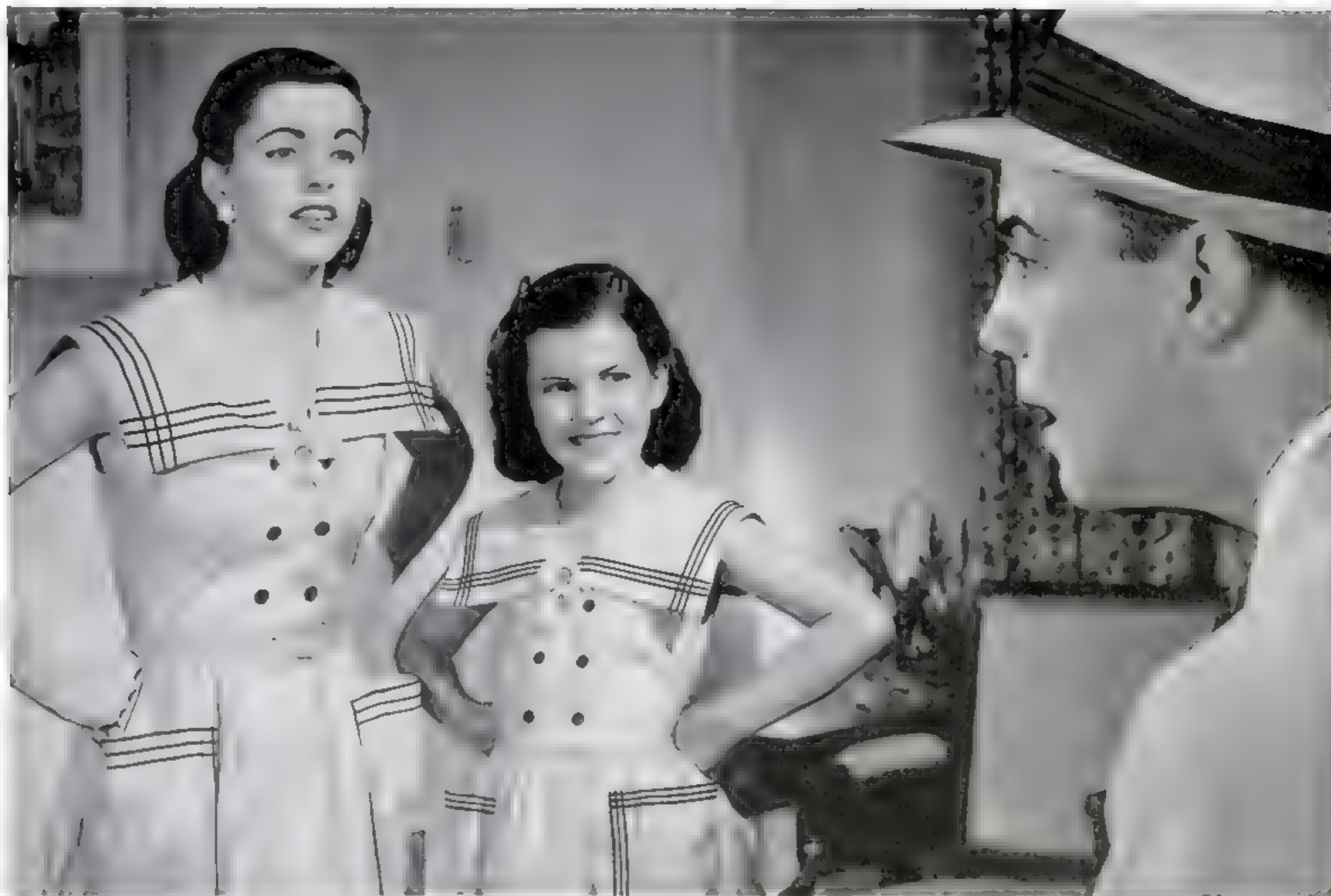
Spaghetti assembly line

THE Italians are also among the world's finest cooks, on their native soil. In big U.S. cities where there is a large Italian population they continue their Old World craft with splendid effect. Many of the finest restaurants in places like New York, Boston and San Francisco are Italian, and it is no secret in the trade that most of what is regarded in the U.S. as fine French cuisine is actually the product of Italian cooks. In picking Italian restaurants, however, one rule of thumb must be strictly followed. If their clientele is preponderantly Italian, they are good. The Italian restaurant that serves an American clientele quickly dulls the fine edge of its tradition and degenerates into an assembly line of spaghetti and meat balls.

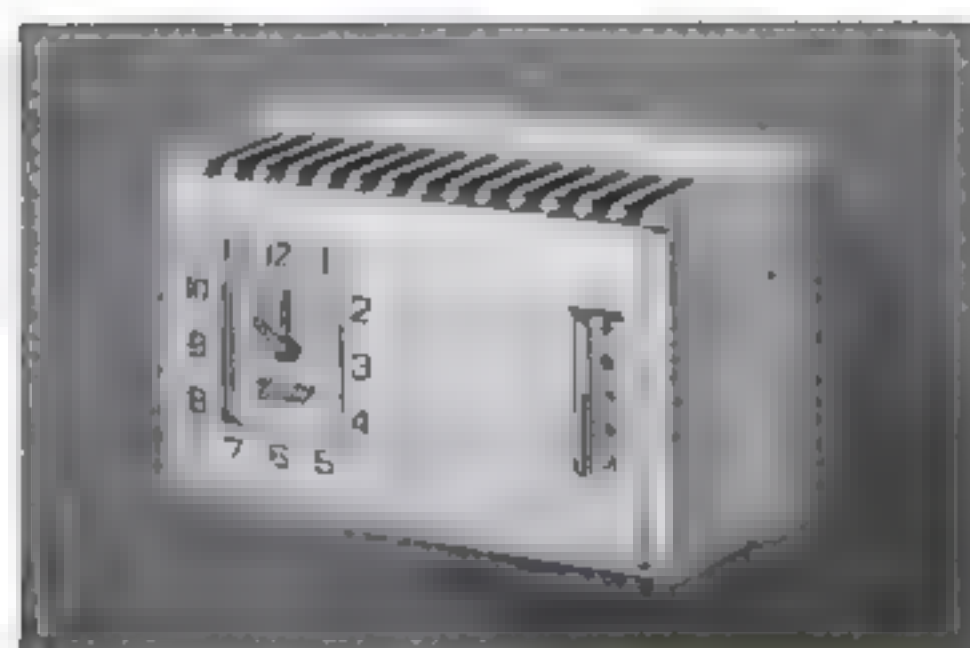
The Greeks are a curious case. In the mountain fastnesses of the Hellenic peninsula they are content to fish, herd sheep or raise olives, subsisting on such quaint native dishes as their country affords. Once in America, however, they insist upon opening restaurants, of which at present they run about 15,000 scattered from coast to coast. If they stuck to their native pilaff and skewered lamb they might delight the palate of the traveling public. But so simple and natural an idea seems to repel them. The first thing they do is install a jukebox, a grease pot and a hoard of steaks, chops and pancake flour under the preposterous assumption that they are experts in American cooking. The result, though well intended, has probably impaired Hellenic-U.S. relations more than any single factor in the history of the two nations.

In considering the whole phenomenon of the roadside restaurant certain questions are bound to arise in the thoughtful mind. Why, for example, does the American tourist meekly submit year after year to an oppressive roadside diet that would leave a Frenchman or an Italian roaring for a guillotine or a stiletto? Why, to introduce a broader problem, do Americans, who produce the world's largest and best supply of nutritive substances, submit to having them cooked with a disregard of human sensibility and digestive comfort unmatched anywhere else in the world? In a recent column on the subject, Robert Ruark attributed the situation to "some sort of deep-laid, carefully scheduled plot against the digestions of the traveling bourgeois." But I think the real reason lies deeper. In my opinion the American tourist is sacrificing his digestion deliberately in response to a profound instinct involving our national security. To explain this sacrifice I must introduce a theory of the relation between food and history first propounded by the great French culinary authority, Brillat-Savarin.

CONTINUED ON PAGE 81



"Who says we women have equal rights?"



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The Savarin theory of gustatorial determinism, evolved in 1825 after years of painstaking research, was summed up in the famous words: "The destiny of nations depends on what they eat." Having stated this important principle, Brillat-Savarin, a true philosopher, proceeded to draw a number of completely erroneous conclusions from it. His main error lay in his conclusion that nations which eat well have good destinies. This, as I shall presently demonstrate, is at complete variance with the facts. But however mistaken Brillat-Savarin may have been in the practical inferences he drew from his theory, there is no gainsaying the soundness of the theory itself: food and destiny are inextricably related.

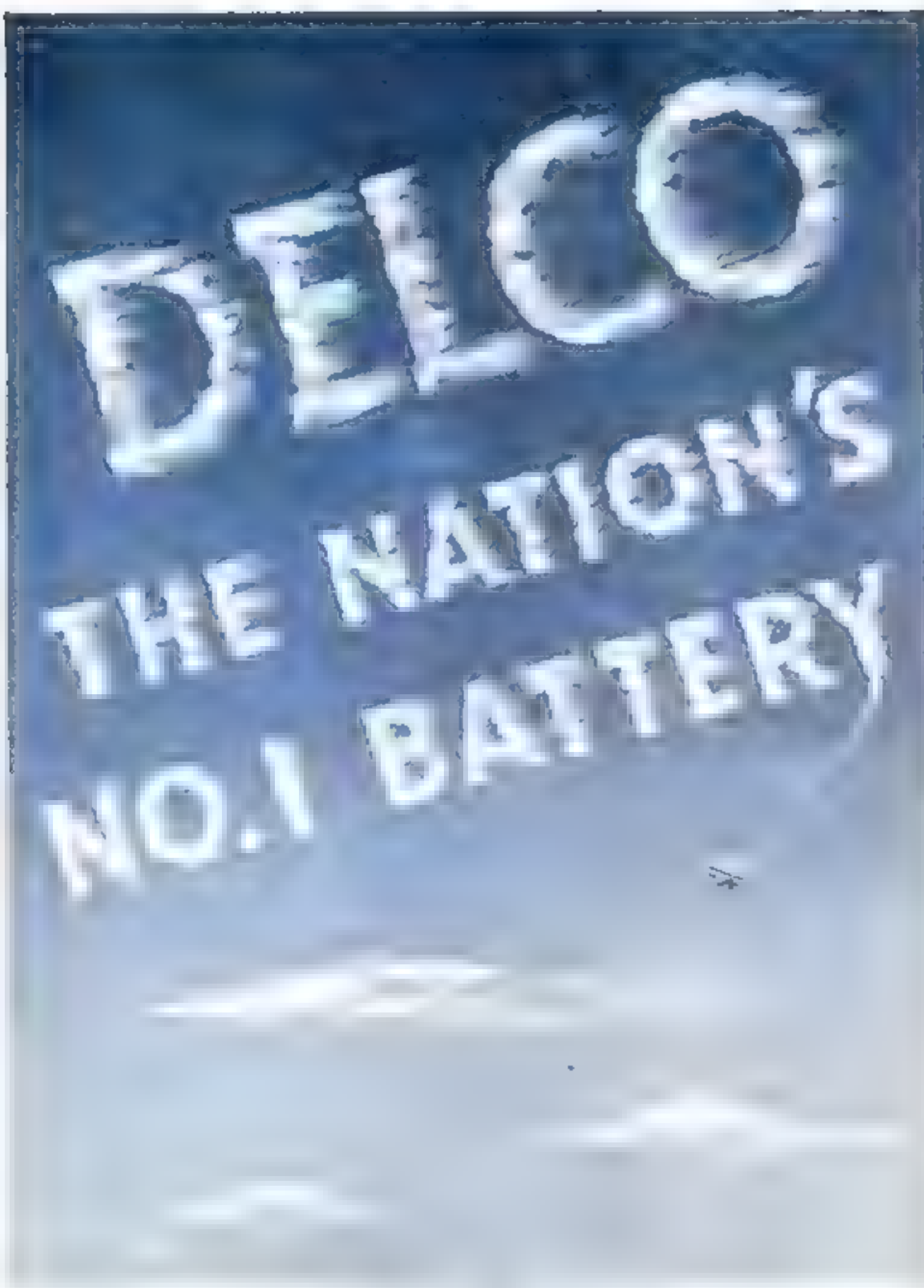
The lessons of history, however, are that good cooking is bad for you and bad cooking good; that nations which eat well are always conquered by nations which eat badly; and that an aggressor nation's deadliest weapon has always been the cast-iron colon. Examples of this historical law are to be found wherever one examines the record. The French, who eat the world's best cooking, are, on the whole, a stunted, jaundiced and arthritic people. Anyone aware of the true implications of Savarin's theory could have easily prophesied their quick defeat by the kraut-fed Germans in World War II. Nobody except a few Romantics like Gabriele d'Annunzio has ever considered the modern Italians any great shakes as a fighting nation. The British, on the other hand, created the greatest empire of modern times on a diet of roast mutton, Brussels sprouts and suet pudding. The Americans are, as is well known, the healthiest and most muscular people in the world. This health and muscularity is directly attributable to the methodical and fearless consumption of bad cooking. The case of the Chinese illustrates the dynamics of the theory even more graphically. As a great nation of gourmets they suffered defeat after defeat at the hands of the Japanese—a people of notoriously monotonous and primitive cuisine. But when the Communists began liquidating the Chinese bourgeoisie and with it the quality of Chinese cooking, the Chinese began fighting with the courage of a major power. When Romulus and Remus subsisted on a diet of raw wolf's milk, the Romans started out to conquer the world. The final collapse of the Roman Empire in the early centuries of the Christian era followed one of the most notorious periods of elegant eating in the world's history.

At this point the reader will probably wish to raise an objection. "What about Napoleon?" he will ask. "Wasn't he the man who said, 'An army marches on its stomach?'" Well, what about Napoleon? He didn't do badly against such well-fed peoples as the Austrians and the Italians. But who handed him his two greatest defeats and hastened his departure to Elba? The Russians, who had rarely seen anything to eat but borsch and cucumbers, and the British, who are the world's worst cooks.

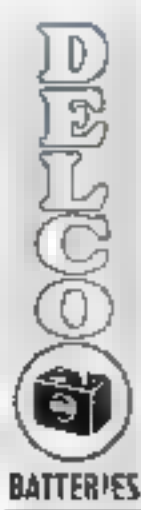
Seen in the light of this theory, our own position would appear to be impregnable. The Russians, it is true, are frightful cooks. But so are we and our allies the British. Conceivably an enemy might invade our soft underbelly at New Orleans, where the inhabitants have been weakened by fine cuisine. Or he might probe such weak points as New York and San Francisco. But once on the highways of our country he would be stopped cold. Our great asset is the leathery steak, imbedded in congealing grease and garnished with stale French fries and ketchup. It is a dish for heroes.



As the waitress finally presents the rule repast, she asks mercifully, "Ketchup?"

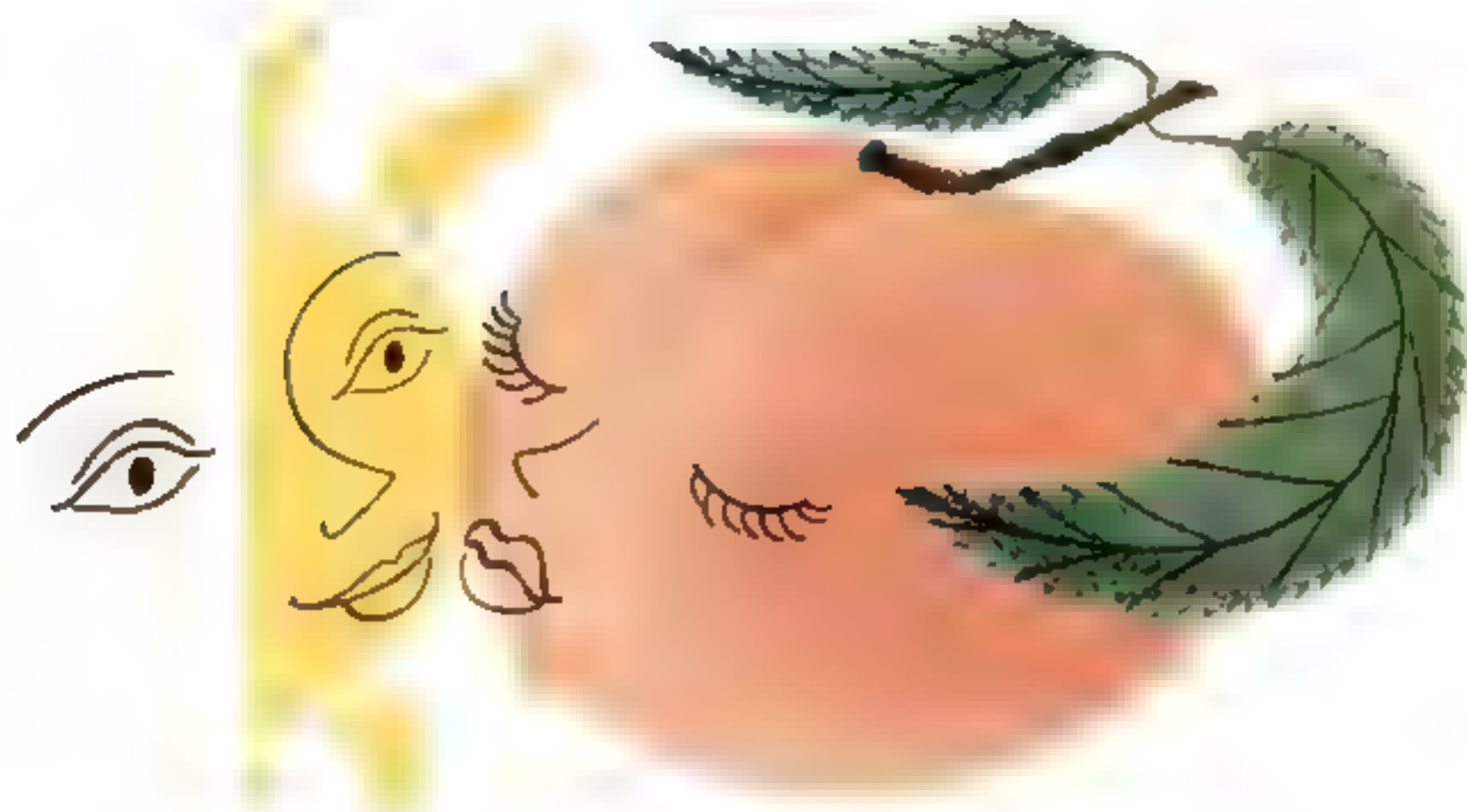


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Time for Ideas— a timely service from the meat industry



Something nice to come home to *The Cold Cut Dinner*



Ingenious wives are finding ways to build glamorous and well-balanced meals around the all-meat economy of cold cuts. And appreciative husbands are giving them a hand.

Just as Mr. Jones is finding a way in business, Mrs. Jones is finding a way in the kitchen to keep mounting costs in line and still hold "quality" in finished product on the dinner table.

On this page you see a meal that never needs an apology for bright invitation, colorful variety and sound nutrition. Yet it goes all out in stretching meat money in these real time-to-stretch-money days.

The meat industry is searching the cooks of the country for other preparing and serving ideas that (1) help you keep meat on the table regularly yet make the most of meat money, and (2) keep up the eye and style appeal you have in your meat courses. Look regularly for such ideas.

Why meat is called "Yardstick of Protein Foods"

Meat is our No. 1 source of complete, high-quality protein—the kind needed day in and day out by everyone for looking and feeling and doing his very best. This complete protein does many wonderful things. It is needed to build sound muscles, good red blood. It promotes more rapid convalescence after injury or surgery. . . . It is needed to keep you going longer without fatigue. . . . It is the key element in the modern reducing diet. . . . Meat is also an abundant source of essential B vitamins and minerals.

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Cold Cut Ideas — you can put them to work right away

The Cold Cut Dinner gets its good eating and nutritional balance—handsome is and handsome does—from a cool salad, a hot vegetable and a pick-your-own assortment of ready-to-serve meats.

Here's a fine example for a—

Summer Evening Meal

Jellied Vegetable Salad Hot Corn-on-the-Cob

ASSORTED COLD CUTS

(Some good suggestions in picture at right)

Green Onions, Radishes Bread or Rolls
Iced Melon Lemonade or Coffee



Be an Expert Cold Cut Picker

The ABC of choosing is *flavor, texture and color*. When you're picking from the many varieties at your meat-man's counter, here's a good guide:

1. Start with a mild-flavored sausage such as veal loaf or bologna. Everybody likes them.

2. Brighten up the platter with a colorful loaf or luncheon meat, such as pressed ham.

3. Liver sausage or head cheese add texture variety and are popular with men.

4. Always choose at least one sausage for spicy, zesty flavor. Salami, if you like a little garlic; summer sausage, if you don't.



How much to buy

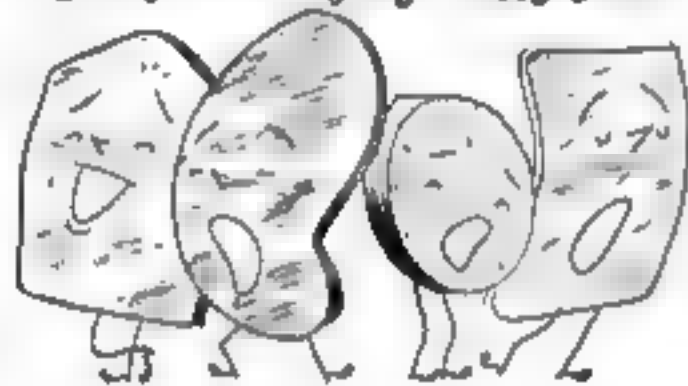
Since they're all food, already prepared, with no trimming or cooking shrinkage to account for, it takes a smaller amount of cold cuts to make a filling meal than of almost any other meat.

$\frac{3}{4}$ to 1 lb. of sliced luncheon meat will serve four (most loaves run 16-20 slices to the pound).

$\frac{3}{4}$ or $\frac{1}{2}$ lb. of dry sausage such as salami or cervelat (sliced thin) will usually serve four.



Sing a Song of Cold Cuts



In the good old summertime,
When you're wond'ring what for dinner,
Remember that those cold cuts
Will always prove a winner.

What are those cold cuts made of?
Good meat, chopped up with spice;
The nourishment of beef and pork,
A smile with every slice.

And at your meat-man's counter
Are flavors for each taste.
So go in—ask for cold cuts,
No bones, no "trim," no waste!

COLD CUT "MADE" DISHES



Main-Dish Salad. Line gelatin mold with strips of tongue, boiled ham or other ready-to-serve meat. Fill mold with shredded cabbage, carrots and sliced olives in lemon gelatin. Chill till gelatin is set. Good way to use leftover luncheon meats.

Snack Idea. *Liver sausage chips.* Spread potato chips with smoked liver sausage that has been softened with a fork and mixed with a little grated onion.

Hearty Sandwich Idea. *Milwaukee-style liver sausage burgers.* A thick slice of Braunschweiger bunled on a bun with a slice of onion.

Cold Cut Casserole. Use a cupful of cubed pork luncheon meat, bologna or pressed ham next time you make a vegetable casserole or dish of macaroni and cheese. Adds a lot of good meaty flavor and makes a nutritious, one-dish meal.

Sausage Statistics (very appetizing)

Did you know that American meat packers produce more than 200 different varieties of sausage? In fact, this country is the Sausage Melting Pot. We've taken the favorite varieties from every sausage-loving country under the sun and actually made them better. In most meat stores these days, you'll find literally dozens and dozens of varieties to choose from—all made of fine meat, chopped and seasoned to perfection.

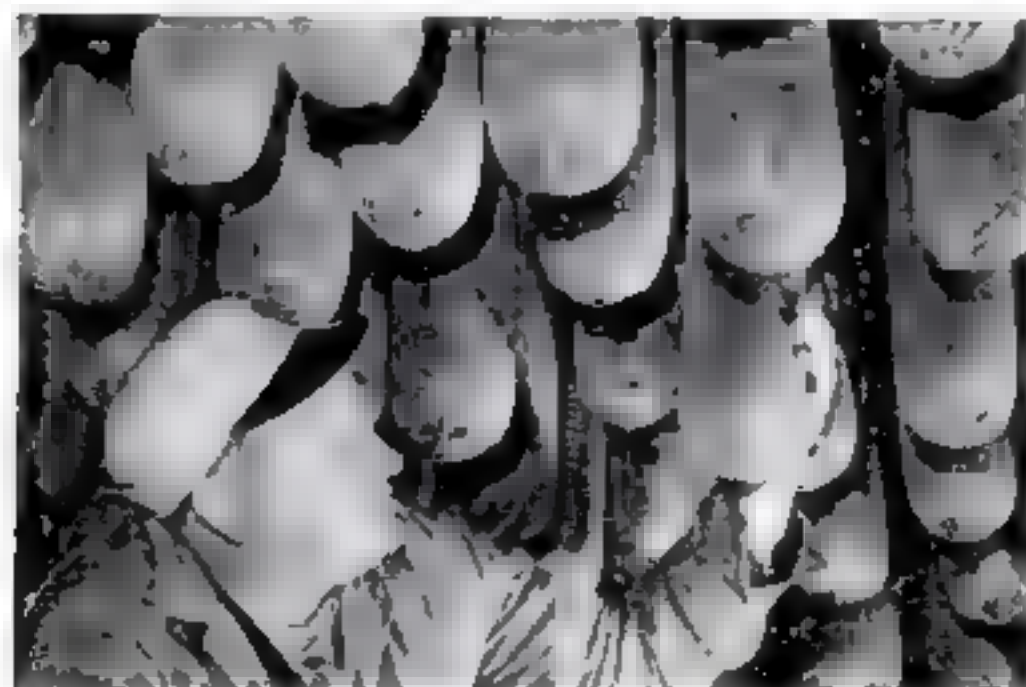
Send 5¢ for booklet

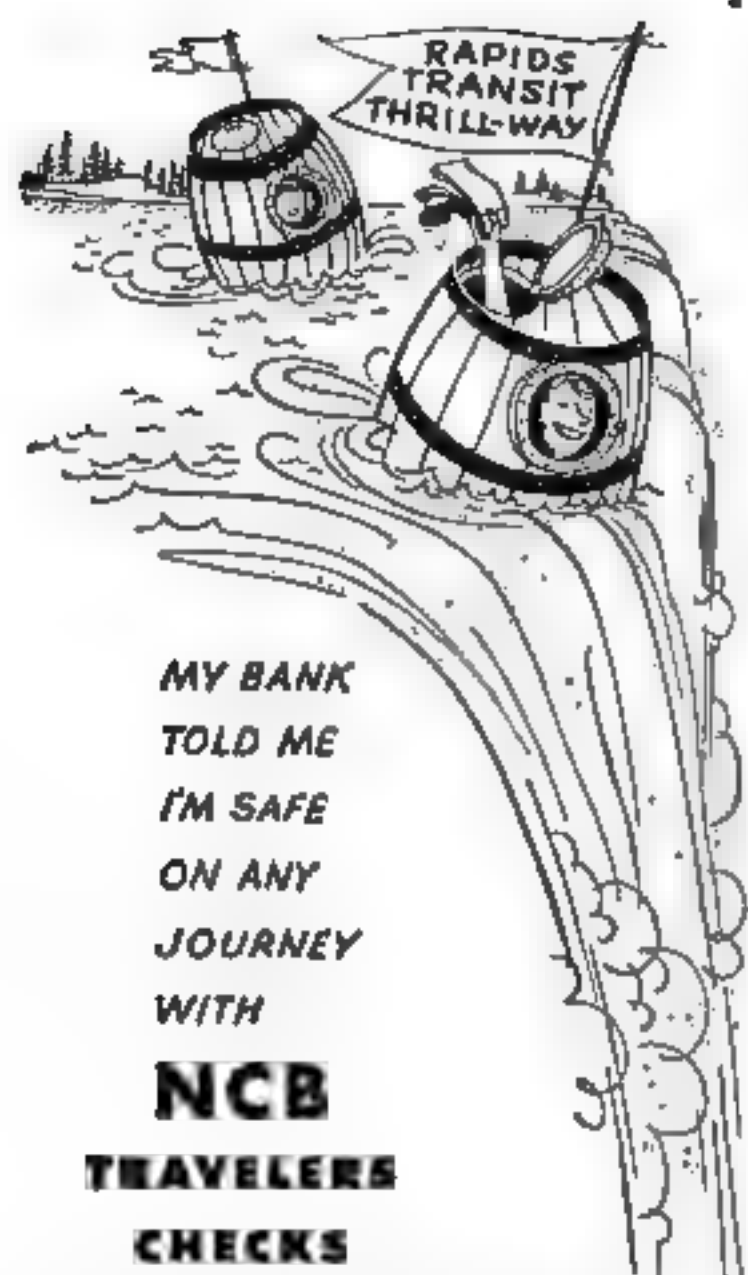
Thrifty Meat Recipes. Full of information on buying, cooking and serving meat. 32 tested recipes you'll find especially helpful these days. Send 5¢ in coin for your copy to American Meat Institute, Dept. L2, Box 1133, Chicago 77, Illinois.

How About Your Ideas? If you have meat recipes or suggestions you'd like to pass along to help other women, why don't you send them in?



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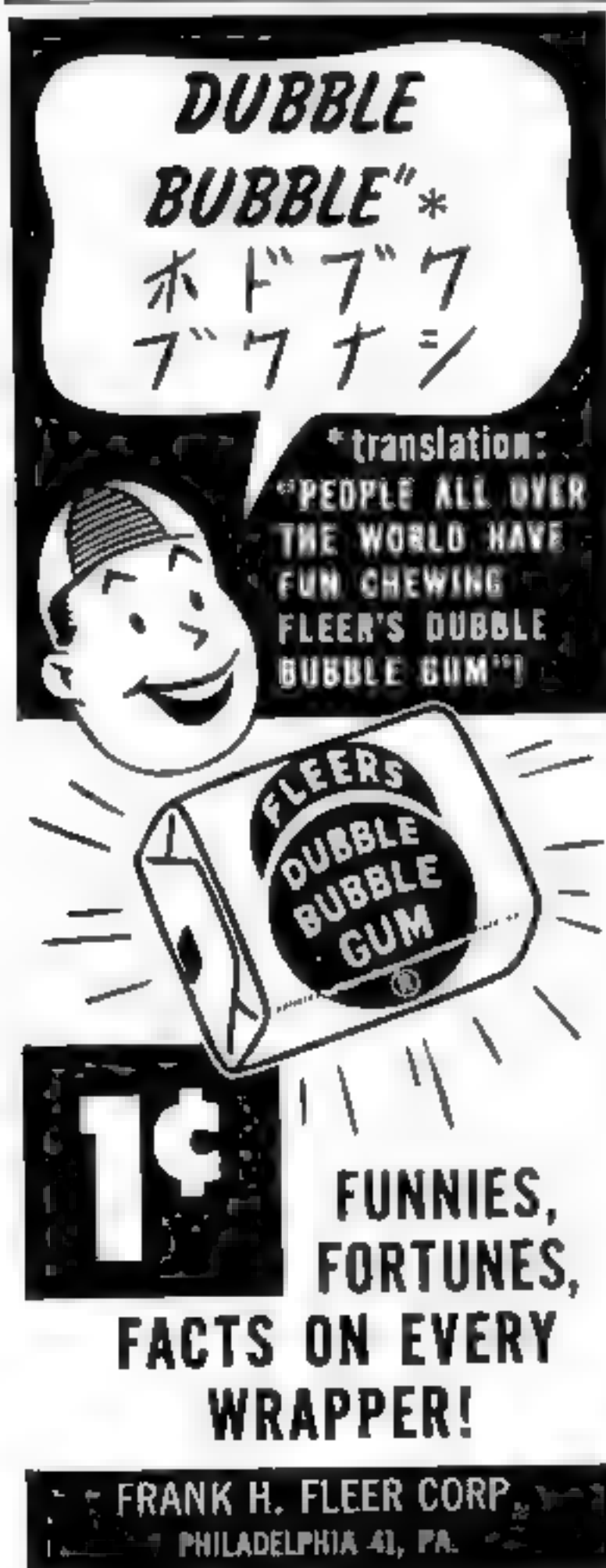
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Every time a housewife sits back to enjoy the emancipation from household drudgery which American ingenuity has brought her, along comes a young man with a winning smile and an indispensable gadget contrived to convince her that her current equipment was designed in the 15th Century. One of the newest and most formidable weapons in this perennial assault on the American home is an innocent-appearing 7½-pound machine (above) which, with the help of nozzle, buffer and grinder attachments, can wax floors, demoth closets, remove dandruff, sharpen knives, clean and shampoo rugs, spray plants, deodorize rooms, remove body ash from mattresses, polish silver and kill gophers. Made by the Scott and Fitzer Company in Cleveland and modestly called The Kirby Home Renovation System (after its inventor James B. Kirby), the hydra-headed device is being carried down the path to the world's door by young hustlers like Al Tinker (above), a 29-year-old Californian. Tinker, who doubled Kirby sales in Los Angeles and now has his own office in New York, sold 325 Kirbys last month, expects to hit 1,000 a month by October. At \$173.35 the Kirby is a salesman's and probably a housewife's dream. Husbands accustomed to getting out of the doghouse by doing odd jobs around home may look back with nostalgia to the day when only Duz did everything.



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Size 11" tall with layette... 7.98 ☐ Size 11" fur wig and layette... 9.98 ☐

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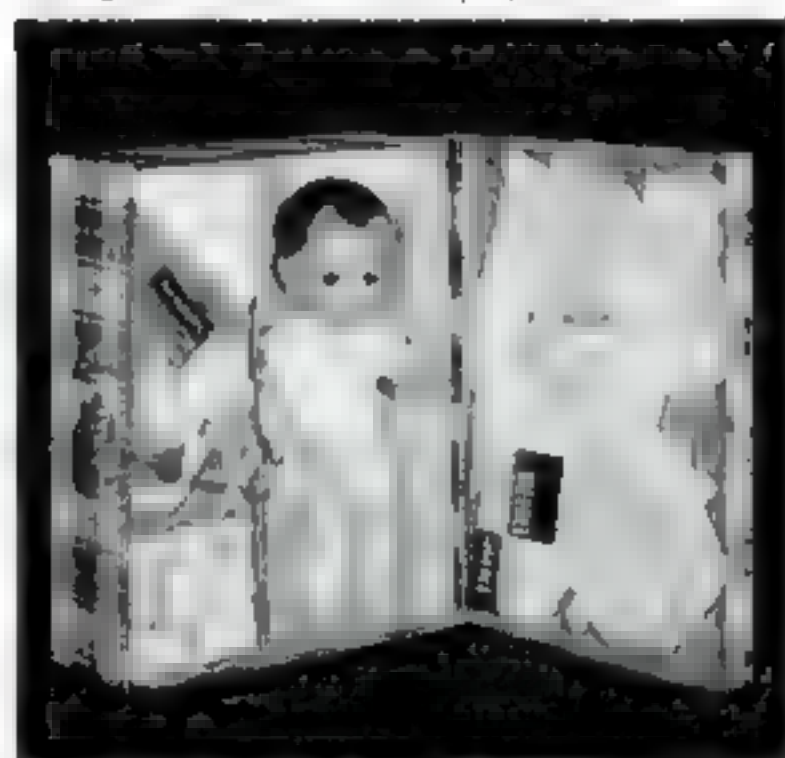
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She blows bubbles
from her cute little bubble pipe



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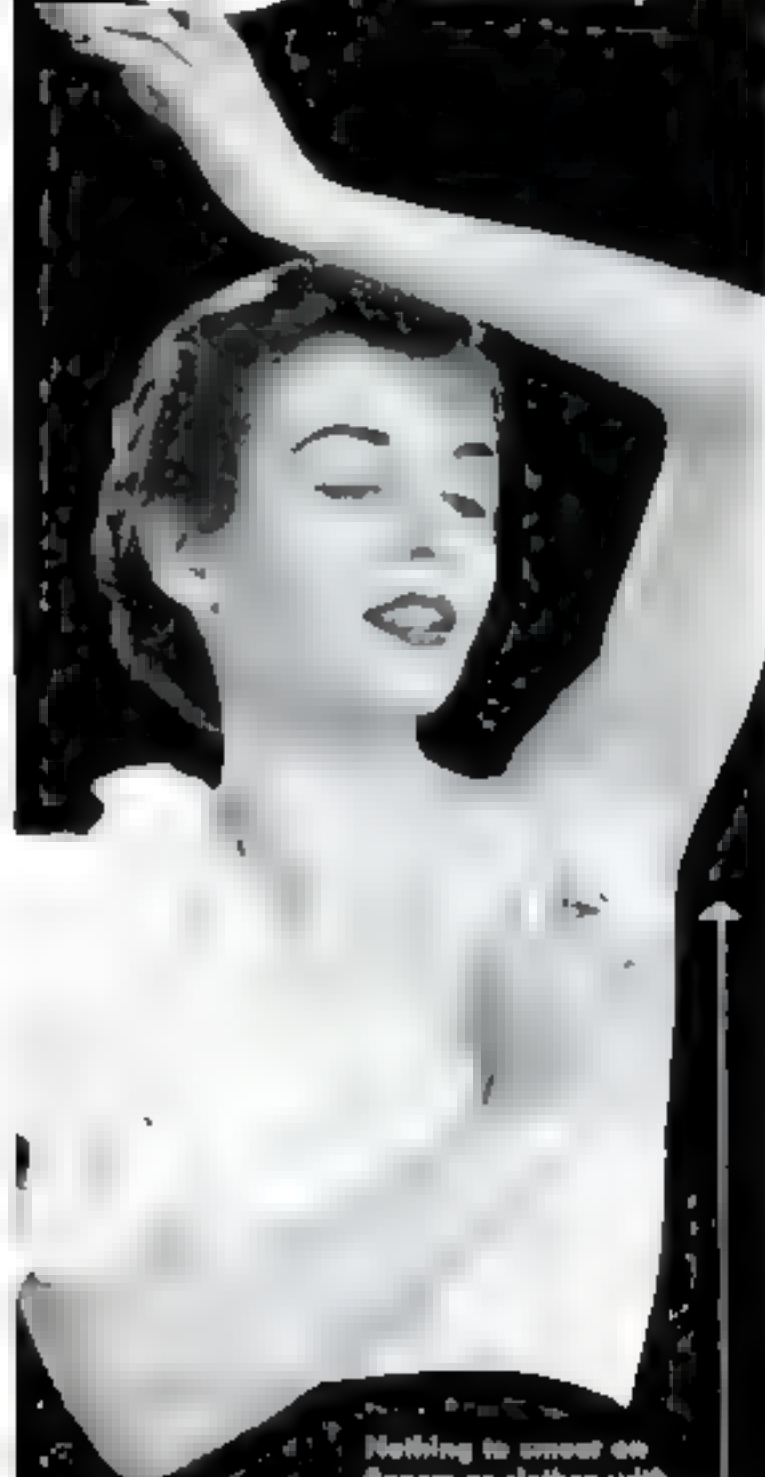
She has a complete layette
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11" tall in a suitcase with complete layette... 7.98
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NEW! deodorant
magic in a pad!

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DEODORANT
PADS!

Dainty, moist
pads you
just apply and
throw away!



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With it you throw away hundreds of thousands of odor-forming bacteria that other types of deodorants leave under your arms. It's sheer magic!

Nothing to smear on fingers or clothes with 5-DAY PADS! No alcohol! No clammy, sticky feeling! Not a spray. Not a cream. Not a liquid. No tickle down your sides. Complete penetration just where you want it.



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Laboratory tests show that hours after application 5-Day's exclusive formula is 8 times more effective in keeping you safe from underarm odor than an average of leading brands tested. No other deodorant can keep you so safe from underarm odor—so long.

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HARMLESS TO SKIN AND CLOTHES!

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DEODORANT PADS



25c 50c \$1

Save on cosmetic tax. Only 6% tax instead of usual 20% on other types of deodorants.



DRY SHAMPOOING rugs, Suds-o-Gun attachment spews out mound of dry detergent suds. The device can be used to spray plants or paint furniture.



POLISHING car, renovator uses one of five buffing or grinding wheels. Some others: a grindstone to sharpen knives, a whirling wire brush to clean out pots.



EXTERMINATING moles, the Kirby crystalator explodes deadly paradichlorobenzene crystals into hole. It can also be used to asphyxiate moths.

FOR THE 1 MAN IN 7 WHO SHAVES DAILY

New preparation has remarkable skin-soothing ingredient

MODERN LIVING demands you shave every day. But your skin need not get irritated, rough, and often old-looking. Not any more...

Two special ingredients in Glider brushless shave cream correct all this. One is the same type of oil that is used on a baby's skin. This allows your razor to cut close without scraping.

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As makers of fine shaving preparations for over 100 years, and as makers of the only shaving preparations containing EXTRACT OF LANOLIN, we know there's not a better brushless preparation on the market. Get a tube today and see for yourself! The J. B. Williams Co., Glastonbury, Conn.

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**RELIEVES PAIN OF
HEADACHE • NEURALGIA
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FAST


The way
thousands of
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Anacin® relieves headache, neuralgia, neuritis pain fast because Anacin is like a doctor's prescription—that is, Anacin contains not just one, but a combination of medically proven, active ingredients in easy-to-take tablet form. Thousands have been introduced to Anacin through their own dentist or physicians. If you have never used Anacin, try these tablets yourself for incredibly fast, long-lasting relief from pain. Don't wait. Buy Anacin today.

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Hurting You?
Immediate Relief!

A few drops of OUTGRO® bring blessed relief from tormenting pain of ingrown nail. OUTGRO® toughens the skin underneath the nail, allows the nail to be cut and thus prevents further pain and discomfort. OUTGRO® is available at all drug counters.



It's a matter of opinion...

Sailboat or Powerboat?

Which offers more enjoyment? One man prefers the speed, versatility and comfort of a powerboat. To another, sailing means relaxed, easy-gliding smoothness—sailing challenges his skill and affords racing competition. Who's right? It's a matter of opinion...

but it's a fact that Havoline is the Best motor oil your money can buy!

If you bought your car yesterday — or ten years ago—Custom-Made Havoline Motor Oil is best to use. In new cars, closer engine clearances call for heavy duty oil. And Havoline *exceeds* heavy duty requirements—even meets Army and Navy standards for heavy duty oils used in tanks and submarines.

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CHANTARELLE

PEPPERY LACTARIUS



GREENISH RUSSULA

MARY RUSSULA

PINE CONE

POISONOUS

FLY AMANITA

FETID RUSSULA



COMMON ENTOLOMA

GREEN-SPORED MUSHROOM

EMETIC RUSSULA

KNOW YOUR THESE PAINTINGS SHOW THE DIFFERENCE

In August, when the weather is hot and showers are frequent, the woods are full of mushrooms and mushroom hunters, people who are out to collect a tasty meal. As everyone knows, some mushrooms are poisonous, and every mushroom-hunter has his own "rules" to avoid getting his stomach upset. Some eat only mushrooms with pink gills, some eat only those with no hollow "death cup" at the base, some "test" mushrooms by putting a silver spoon in the cooking water and, if it does not turn black, go ahead with the meal. All such rules can lead to severe illness. There are more than 1,500 species of mushrooms, and there are so many exceptions to every rule, that there is only one way to be safe: memorize all the features of any species you plan to eat so that you cannot mistake it for any other. On these pages are some of the common

MANY CAP CLITOCYBE

BOLETUS LUTEUS

PARASOL MUSHROOM

COMMON MOREL

EDIBLE BOLETUS

COMMON MUSHROOM

MUSHROOMS

BETWEEN TASTY AND POISONOUS SPECIES

mushrooms, both nonpoisonous (*above*) and poisonous (*below*). The amateur mycophagist, or mushroom-eater, should start with the common mushroom (*fifth from right*), taking care to distinguish it from the deadly amanita and destroying angel (*far right, below*). The common mushroom has pink gills turning to brown, a cap wider than the stem is long and no bowl at the base, while the amanita and destroying angel have white gills, a stem longer than the cap is wide, and a death cap. Gourmets prefer the morel or the parasol to the common mushroom, while the fly amanita (*far left, below*) has an intoxicating effect and was once commonly used in Soteria to produce temporary mushroom binges. However, Americans would be foolish to get "drunk" on it, for it has killed many people including, legend has it, the Czar Alexis.



DEADLY AMANITA

DESTROYING ANGEL

LARGE-SHEATHED AMANITOPSIS



BELL-SHAPED PANAEOLOUS

JACK-O'-LANTERN

COMMON STINKHORN

"I've been to Milwaukee, I ought to know..."

*Blatz is Milwaukee's
Finest Beer!"*

says *Maggi McNellis*

Popular radio and television personality. Named five times by the Fashion Academy as one of America's 10 best dressed women.

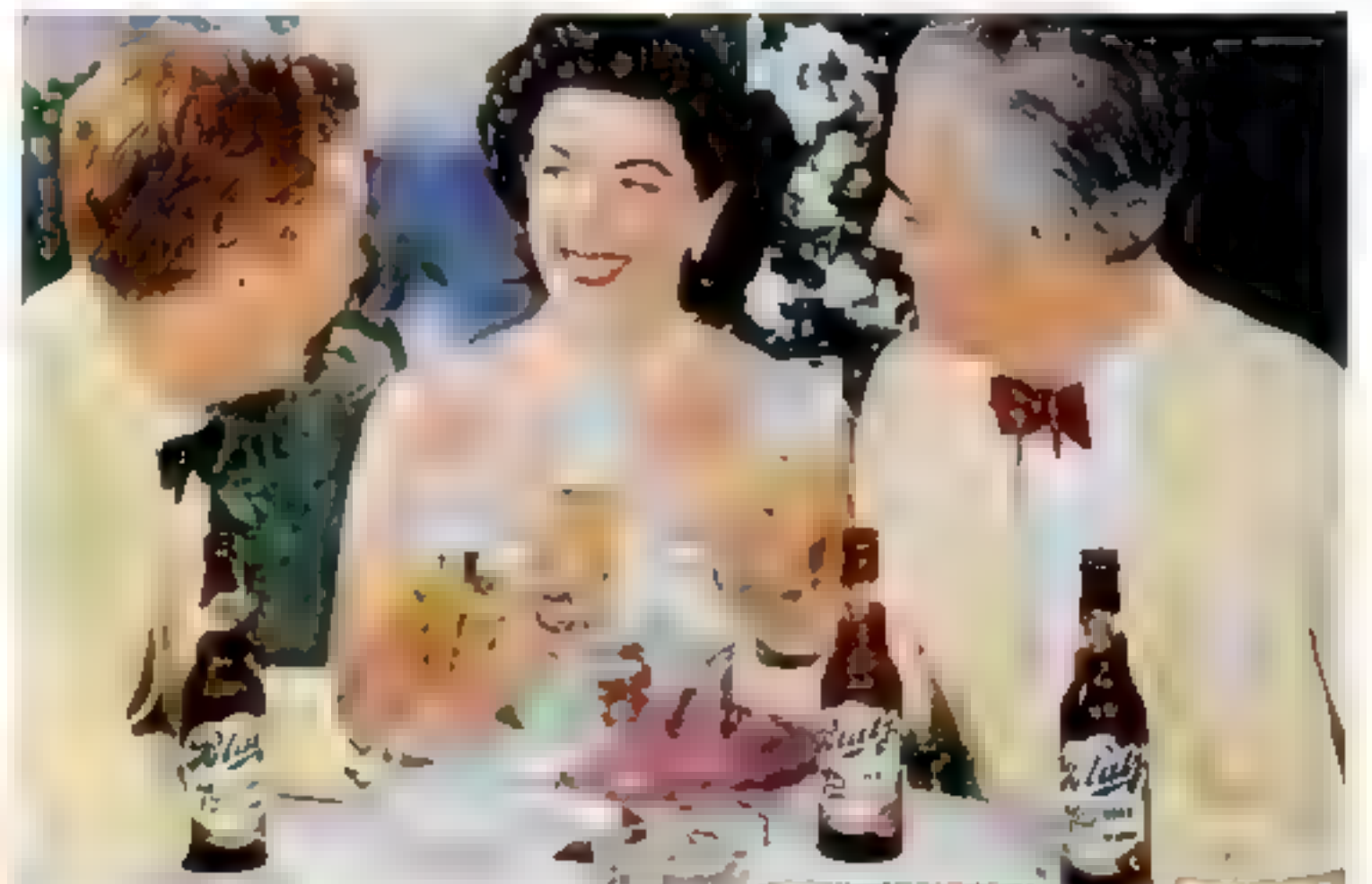
• "Maybe I'm a little prejudiced, but in my opinion, New York is the real fashion center of the world," says Maggi McNellis, "just as Milwaukee is the home of America's finest beers. I've been to Milwaukee and naturally, tasted all its superior brews. The beer I like best is Blatz. It's my favorite and Milwaukee's favorite, because it's Milwaukee's finest beer!" Yes—official figures show that Blatz is the largest-selling beer in Milwaukee and all Wisconsin, too. Try Blatz Beer, today!



MISS MCNELLIS' GOWNS BY CEIL CHAPMAN



• When Maggi McNellis, "one of America's ten best dressed women", recently came to Milwaukee, she exchanged views on fashion trends and futures with Jetta Muntain, of Muntain's, one of Milwaukee's most exclusive shops for women.



• Maggi McNellis appreciates quality in clothes and in beers. Take her advice and always ask for Blatz . . . Milwaukee's finest beer . . . at your favorite club, tavern, restaurant, package, or neighborhood store. Enjoy Blatz Beer today!

Now on television, America's favorite family comedy, the Amos 'n' Andy Show. Don't miss it! See your local newspaper for time and station.



Milwaukee's first bottled beer



She was a phantom of delight
When first she gleam'd upon my sight;
A lovely apparition, sent
To be a moment's ornament;
Her eyes as stars of twilight fair;
Like twilight's, too, her dusky hair;
But all things else about her drawn
From May-time and the cheerful dawn;
A dancing shape, an image gay,
To haunt, to startle, and waylay.

—WILLIAM WORDSWORTH



THE FIRST TIME I SAW HER I FELT AS IF WE HAD PLANNED TO MEET AND WERE INVISIBLY CLASPING HANDS

'I See My Love'

A ROMANCE IN PHOTOGRAPHIC FICTION

PHOTOGRAPHED FOR LIFE BY LEONARD MCCOMBE

On these pages LIFE presents, as a venture into photographic fiction, the story of a man and a girl falling in love. All of the pictures were taken as they might have been seen through the eyes of the man. The captions were written as he himself might have spoken. Interspersed between them are lines from five famous poems which pertain not only to this story, but to the phenomenon of love as it has engulfed poets and plain men ever since Adam met Eve.

This purely imaginary story of love could have happened to almost any average young couple. It could happen most readily in a big American city where young people are often lonely, often find it difficult

to be conventionally introduced to each other, and where anyone can be suddenly lost or found in a crowd.

The story begins on an early spring afternoon when a man sees a girl walking along a busy street. They are complete strangers to each other, but their eyes meet appreciatively and they are tantalized by the age-old feeling of having met before. The girl's lips part as if she felt impelled to speak. Her face lights up with a cordial glow. No word is spoken—at least not out loud—and the girl walks by. Outwardly nothing has happened, but inwardly the intricate mechanism of human attraction has started to operate. A story of love has begun.



A STORY OF LOVE CONTINUED

Thy shadow... a jewel

After the first time I saw her nothing was the same. I looked for her everywhere and kept feeling that if I waited five minutes more on a certain corner she might pass by. When I finally gave up and walked away, I was dead sure if I had waited two seconds longer she would have appeared. In a few days I did see her, not once but several times. Still we did not speak. I believe I was afraid to speak.

Weary with toil, I haste me to my bed,
The dear repose for limbs with travel tired;
But then begins a journey in my head,
To work my mind, when body's work's expired:
For then my thoughts, from far where I abide,
Intend a zealous pilgrimage to thee,
And keep my drooping eyelids open wide,
Looking on darkness which the blind do see:
Save that my soul's imaginary sight
Presents thy shadow to my sightless view,
Which like a jewel hung in ghastly night,
Makes black night beauteous and her old face new.
Lo thus by day my limbs, by night my mind,
For thee and for myself no quiet find.

—WILLIAM SHAKESPEARE

The next time I saw her she was learning to ice skate. At first I thought she was smiling at me. But she was laughing at her own efforts to keep right side up.



Her face haunted me in unlikely places—in a window among sun lamps and plastic traveling kits, I was sure now she lived in my own neighborhood.

MEANWHILE THE FEVER AND THE FRET



I started to send her flowers but realized that I didn't know her name. The florist thought I was half crazy. I was.



"Ooh, you're in love," cooed a lady in my office who saw my absent-mindedness. I hated her for being right.



The elevator man in my apartment house eyed me quizzically when I came in late after I had walked the streets.

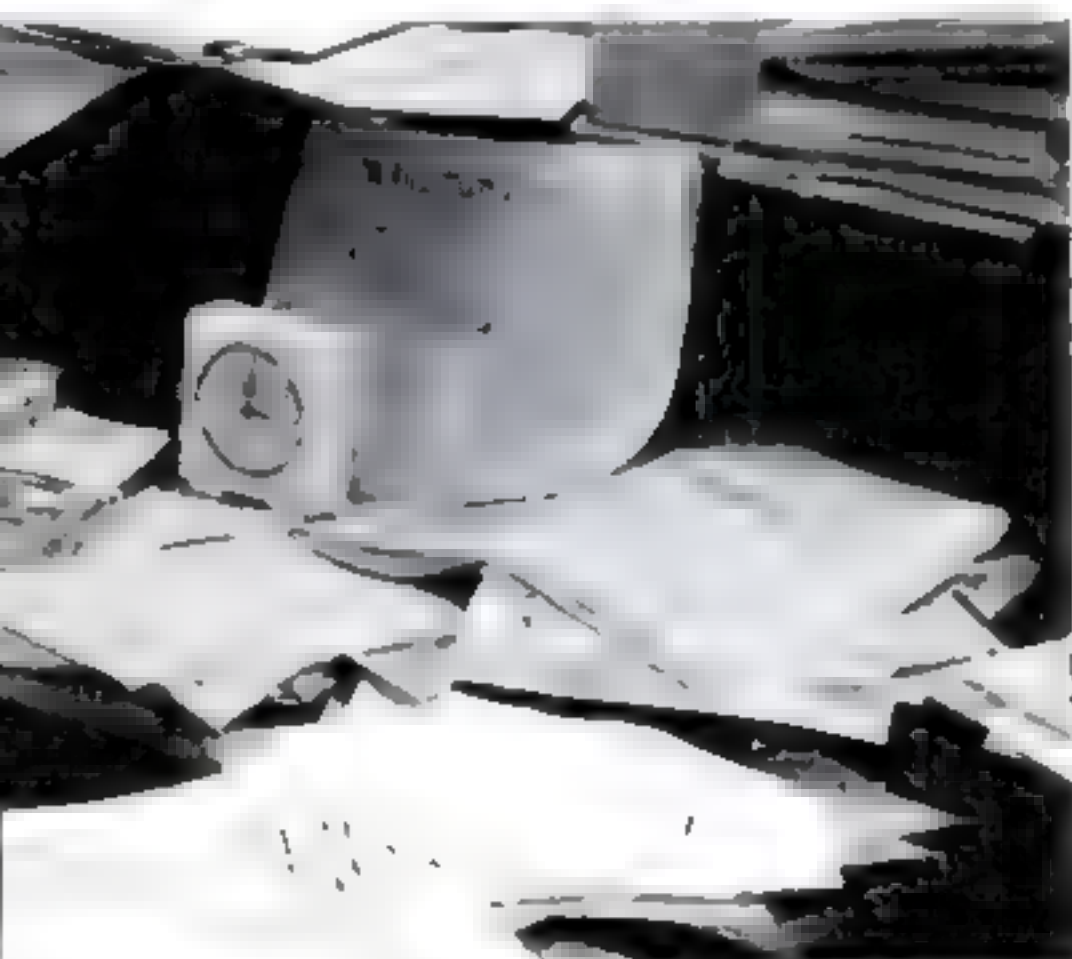


On a rainy April afternoon I saw her walking through the park. She smiled and hurried on, and I felt I had lost my last chance ever to meet her.

I followed her at lunch hour to a crowded restaurant. I asked if I could share her table and we introduced ourselves. We talked for two hours.



Again I saw her looking very queenly in a grocery store. I was tormented by the idea she might be married and was shopping for her family.



My desk began to pile up with unfinished work, and the clock ticked off the endless hours of my loneliness.

In my state of distraction I was almost run down by a bus. I didn't even realize it until the driver yelled at me.





A STORY OF LOVE CONTINUED



She often met me in the park before we went out on a date. Once when I arrived late, I was torn to find her wearily alone, with her head bowed.



Again, she used to wait for me in a restaurant. Her talent for repose delighted me as much as her sudden spurts of joy and playfulness.

At our first party together she surprised me by her elegance. Everybody looked at her, and I felt enormously proud.

Thy soul...with instant fires

Though we began to see each other often in the city, it was not until one Sunday when I drove her to the country that I was almost certain she returned my love.

Had we but world enough, and time,
This coyness, Lady, were no crime.
We would sit down, and think which way
To walk and pass our long love's day. . . .
An hundred years should go to praise
Thine eyes and on thy forehead gaze;
Two hundred to adore each breast,
But thirty thousand to the rest;
An age at least to every part,
And the last age should show your heart.
For, Lady, you deserve this state,
Nor would I love at lower rate.

But at my back I always hear
Time's wingéd chariot hurrying near;
And yonder all before us lie
Deserts of vast eternity.
Thy beauty shall no more be found,
Nor, in thy marble vault, shall sound
My echoing song. . . .
The grave's a fine and private place,
But none, I think, do there embrace.
Now therefore, while the youthful hue
Sits on thy skin like morning dew,
And while thy willing soul transpires
At every pore with instant fires,
Now let us sport us while we may,
And now, like amorous birds of prey,
Rather at once our time devour
Than languish in his slow-chapt power.
Let us roll all our strength and all
Our sweetness up into one ball,
And tear our pleasures with rough strife
Thorough the iron gates of life;
Thus, though we cannot make our sun
Stand still, yet we will make him run.

—ANDREW MARVELL

On our first drive into the country she was as excited as a child. I was fascinated by the fragments of her smile reflected in the mirror of my car.

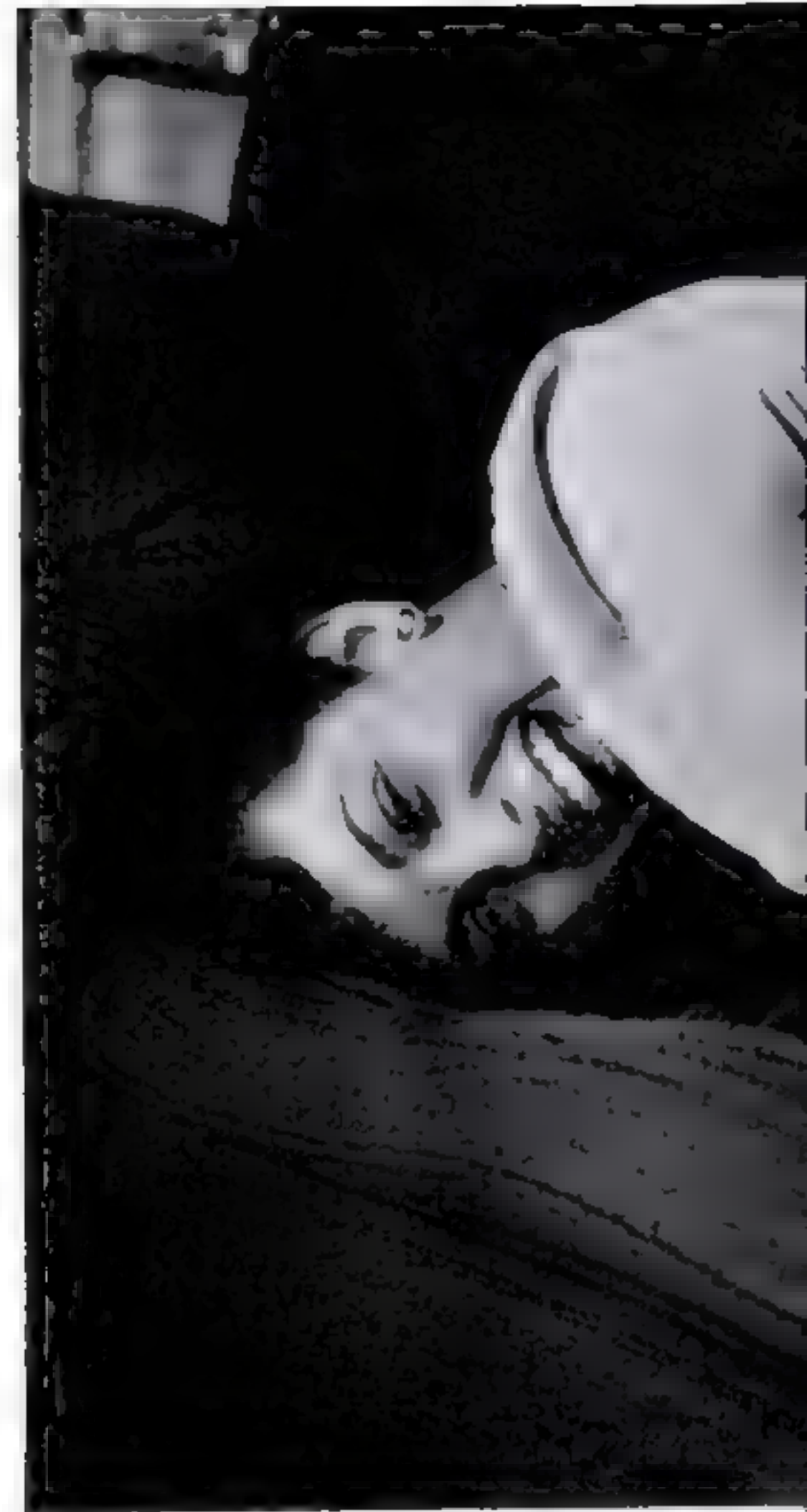


We left the car to wander across fields and woods and discovered a waterfall. Its ceaseless roar seemed to echo the torrent in our blood.

As evening came she fell asleep in the car, still smiling over our day together. It broke my heart to leave her at her door.



A STORY OF LOVE CONTINUED



Sing we for love
... Naught else
is worth having





We lived only for the short time we could spend together every day. I loved all her moods—grave or playful, childlike or sensual, and adored every inch of her from her little feet even to the back of her neck.

Sing we for love and idleness,
Naught else is worth having.

Though I have been in many a land,
There is naught else in living.

And I would rather have my sweet
Though rose-leaves die of grieving,

Than do high deeds in Hungary
To pass all men's believing.

—EZRA POUND

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Come let us kiss and part . . .

The series of misunderstandings—trivial at first and then more fundamental—which led us to part are too familiar to all lovers to be recounted. Our quarrels moved in on us like bad weather. The strength of our attraction became the strength of our antagonism; it was as if a switch had been thrown and the same magnetic current that had pulled us together now pushed us apart. We were violent and hateful and stupid, and humiliated by our helplessness.

After anger and desperation had run their course, I declared that my love for her had died completely. Secretly I knew otherwise.

Since there's no help, come let us kiss and part—
Nay, I have done, you get no more of me;
And I am glad, yea, glad with all my heart,
That thus so cleanly I myself can free.
Shake hands for ever, cancel all our vows,
And when we meet at any time again,
Be it not seen in either of our brows

That we one jot of former love retain.
Now at the last gasp of Love's latest breath,
When, his pulse failing, Passion speechless lies,
When Faith is kneeling by his bed of death,
And Innocence is closing up his eyes,
—Now if thou wouldst, when all have given him over,
From death to life thou might'st him yet recover.
—MICHAEL DRAYTON



Between quarrels, in our moments of calm, both of us without bitterness accepted the fact that our love seemed to be ebbing away.



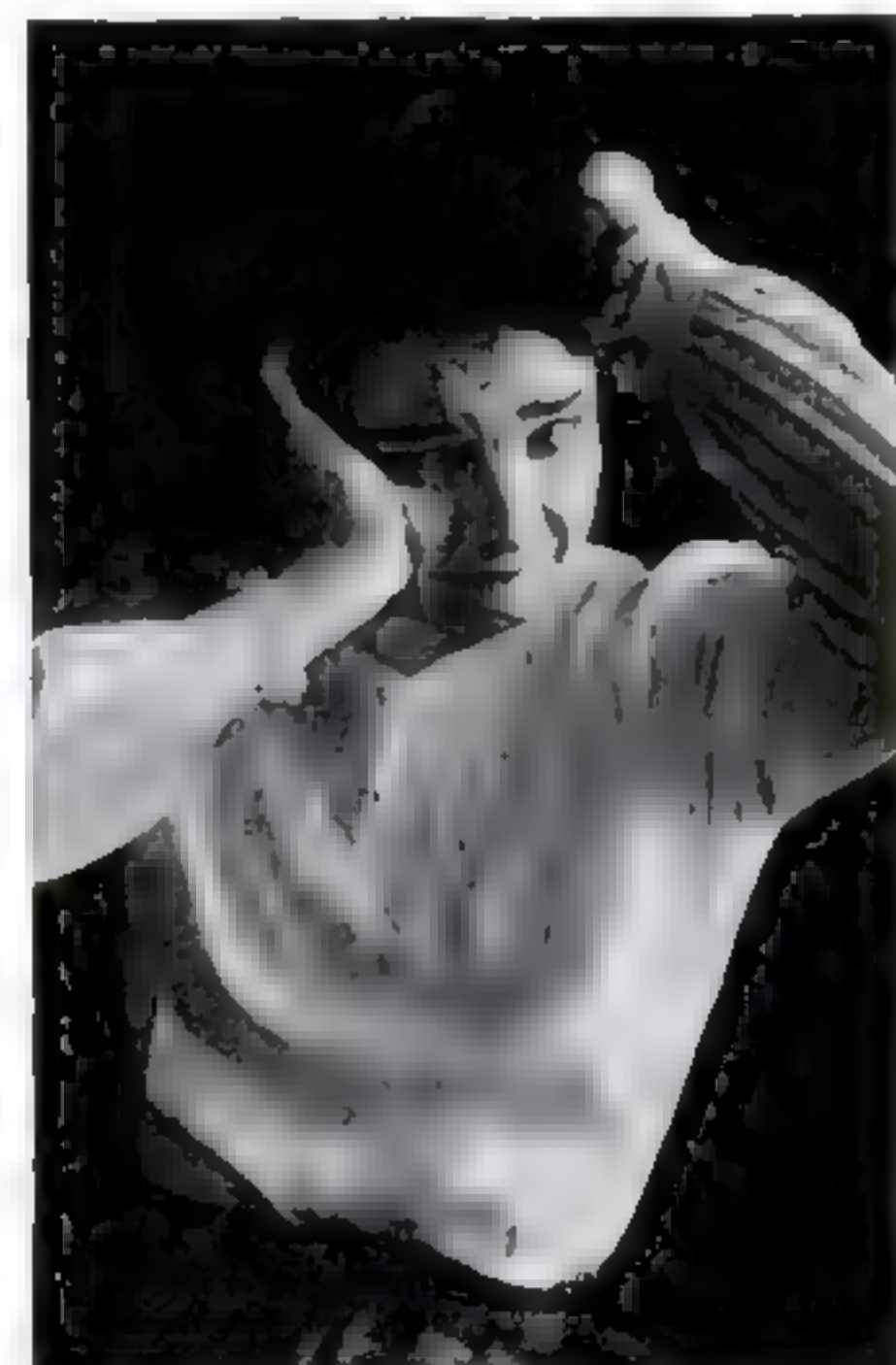
Her air of patient accusation annoyed me. I sometimes wished that she were the kind of a girl who expressed herself by throwing crockery.



She made me angrier because she looked like a helpless, hurt child. Against my will I wanted to take her in my arms and comfort her.



Once for two hours she refused to speak. I was well aware that my own behavior was equally irrational. But being aware of it did not change it.



In her anger she was given to melodramatic gestures. I told her so, which infuriated her more than anything else I had done to her.



Near the end of summer, after we had been apart for many weeks, I met her unexpectedly at a beach with her new admirer. She was enjoying herself, I

thought, all too obviously, and it was all too obvious to myself that I was still in love with her. Perhaps I always will be.



NOW IT IS TROUBLE THAT IS

The population of the U.S. has increased by more than 28 million, the national income has tripled.

by ROBERT COUGHLAN

LIKE the fluttering of doves at the wheeling of a hawk, like the stirring of the seal herd when the hunters come ashore, like the watchful waiting of the villagers at the rumbling of the mountain, a vast unease has settled over Hollywood. Along that golden shore, where life has the texture of a ripe avocado and \$1,000 a week has been a living wage, have come premonitory signs of an upheaval such as would defy the imagination of Cecil B. DeMille. Would Darryl Zanuck cut his own salary \$100,000 a year? Would Louis B. Mayer leave Metro-Goldwyn-

Mayer by mutual agreement? Would Warner Brothers come within an inch of selling out and retiring from the movie business? Unthinkable. Yet all these things have happened.

What next? What dread shape has awakened the dreamer? What is it all about?

The box office is down. It is down not merely from the wonderful years of the middle '40s. It is down—in attendance figures—almost to the level of 20 years ago: this while population has increased by 28 million and national income has tripled; down while almost every other industry in the country has been setting production records and the consumption of almost all other goods and services has gone steeply up. And 1951 figures indicate that the trend is down still more. Theaters are closing—100 in the Philadelphia exchange area in the last year, 31 in Cleveland, 134 in Southern California, some 3,000 in the whole U.S.

The name of the curse that has fallen on Hollywood is Television. Yet, to blame it (or credit it) for all the difficulties in which the movie industry finds itself would be an oversimplification, as shown by the fact that movie-going has declined, though to a lesser extent, in many of the areas that so far are without TV stations.

One of these other factors is what is known nostalgically in Hollywood as "the Lost Audience." The Lost Audience is made up of people above the age of about 35, most of whom presumably were movie fans in their earlier years but who, having arrived at maturity, found themselves no longer moved by the simple-minded stories which Hollywood mainly has served up for their entertainment. To this group has now been added perforce another large element, the young parents. As one of them has described a typical night in: "There was a movie my wife and I wanted to see. Then we began to add up the price. Two tickets at 60¢ each—that's not so bad. But then there was the baby-sitter. Three hours at 50¢ an hour plus carfare is \$1.70. Parking the car—that would be another 50¢. Figuring gas and oil would be another 50¢. Add a coke or something afterward, say another 25¢. That's over \$4. So we stayed home."

To mediocre movies plus inflation, the U.S. Department of Justice has added an antitrust action aimed at divorcing the studios from their



TELEVISION not only keeps audiences at home but also packs in those customers who go out for entertainment. This is a free studio show in Los Angeles.



SUPERCOLOSSAL IN HOLLYWOOD

But theaters are closing all over the nation and the moving picture business keeps going downhill

theater chains. Under the established system Paramount, for instance, first rented its films to its own theaters (or to other designated "first-run houses"); then, after a few weeks, rented them to second-run houses, most of which are independently owned; and then, after another interval, milked a final small rental from third- and fourth-run theaters. Thereby Paramount was guaranteed a market and the exhibitor benefited too, since he could be sure that another print of the film he was showing would not turn up down the street to compete with him. Since competition is, however, precisely the aim of the Sherman Anti-Trust Act, the big production-exhibition combines had no effective defense when the Department of Justice invoked the law. They subscribed to a "consent decree" under which the chains and the studios will go their own way, with separate management and ownership, and agreed moreover that while this difficult surgery is being completed the studios will give no more priorities on films to their erstwhile colleagues in the chains. The latter, in addition, were made to sell the stock interests by which they had effectually controlled the policies of many so-called "independent" houses, and to sell their wholly-owned theaters in localities where they had established a monopoly.

The same movie everywhere

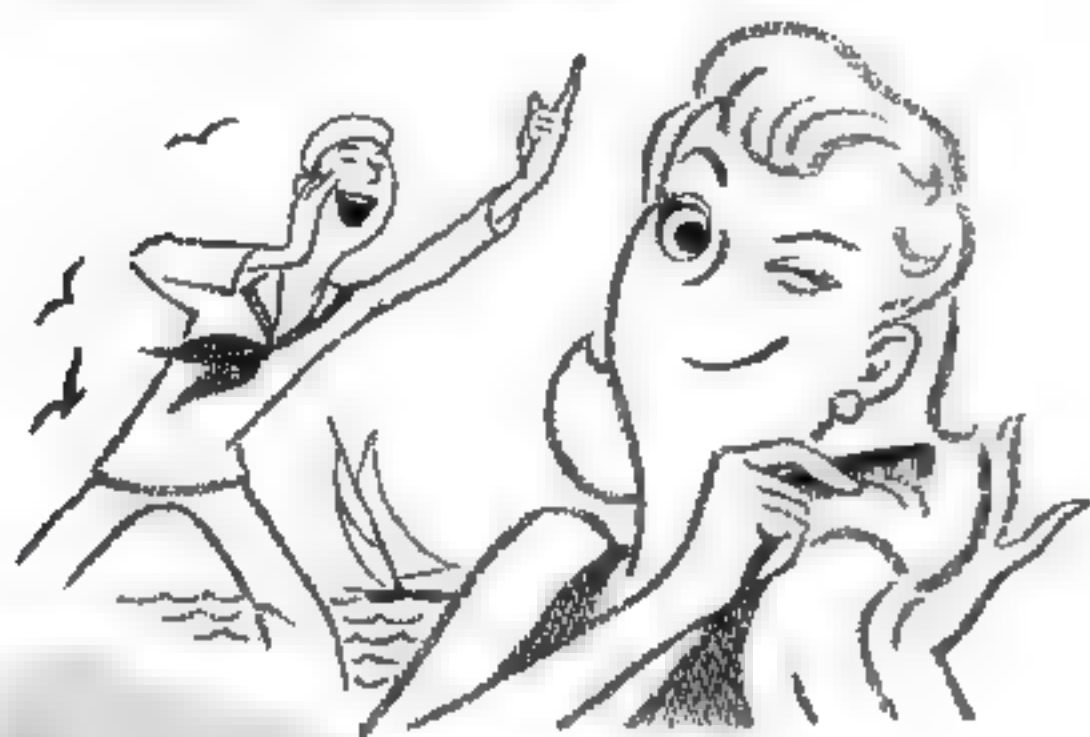
THUS, for the first time since DeMille rented a barn at Vine and Selma streets and founded Hollywood, there is a free market in films. The result in many localities has been chaos. Exhibitors have scrambled for popular films—with second-run houses sometimes managing to outbid the fancy first-run houses which suffer from high overhead costs, so that there are now 1,500 more theaters showing first-runs than there were last year. In the cities the same film may show in many different theaters simultaneously, and keep on running until the next hit comes along—to the detriment of the neighborhood and suburban houses, which must wait longer for good pictures and meantime lose their patrons to the downtown theaters. And, whereas the old system guaranteed that routine pictures would be widely shown, and in the process probably would at least break even, each film must now stand

or fall on its merits in the market. Naturally, a great many of them fall. As one producer said recently, in the awed tones of a man who had just seen a train wreck, "You wouldn't believe the amount of business a bad picture doesn't do nowadays."

To complicate matters still more, Hollywood during this time found that terrible things had happened to a good share of both its costs and its profits. For many years the production end of the industry had done little more than earn back production costs on its rentals of films in the U.S.: the profit margin lay in the \$100 million or so a year that it realized from exhibition abroad, especially in the sterling area. Then the British froze their foreign exchange. Elaborate negotiations finally produced a thaw—but of only 45% of the impounded profits. The studios could use some of the remainder advantageously in making pictures abroad, and some they retrieved by such roundabout devices as buying a sunken tanker off the coast of France, salvaging it with blocked francs and selling it to an American oil company for dollars. But these were wasteful and awkward methods and often unhelpful in paying the monthly bills. And the bills were huge. During the mid-'40s, when the war and postwar boom made everybody a genius, production costs had surged up all along the line. Everybody wanted more money; they got more—lots more. The average cost of making a movie rose by about 300%—and then attendance began to go down.

Thus when television arrived, Hollywood was in the position of a somewhat woozy fighter, a good target for a fresh young opponent who knew how to hit. That TV knows how to hit is beyond any doubt—a New York Times survey of 100 TV areas across the country places the drop in movie attendance at from 20% to 40% in those localities. But this is only the beginning of the TV era, which in its impact on journalism, education and many other fields besides entertainment has staggering potentialities. There are now 107 stations and 13 million sets in use in the country; and as FORTUNE points out in its August issue, the stations are neither enough nor sufficiently integrated to make TV a profitable vehicle for national advertising. But within the next decade, barring a new world war, the number of stations may approach 2,000 and the number of sets 50 million. With this immense

Sally loved the ocean blue
And she loved a sailor, too.
But waves made Sally's wave look sick
Until she learned this slick, quick trick!



Curls unruly? Hair askew?
Your **PRO COMB**...flick!
...you look like new!

**PRO-PHY-LAC-TIC
COMBS**
RESINITE RUBBER OR JEWELITE

Never be without a
PRO COMB! Made to
last! Satin-smooth teeth.
No scratch. No snag!

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the finest RUM
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every drop 4 years old

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IN HOT WEATHER

Get top-notch performance from your electric razor. On sticky summer days when shaving is most uncomfortable, this preparation:

1. Evaporates sticky, razor-clogging perspiration.
2. Lubricates skin for more comfortable shaving.
3. Tautens skin—"brings out" your beard for closer, better-looking shaves.
4. Lubricates your shaver's cutting head.

Use Electric Shave with any make of shaver. Simply spread it on



and get set to enjoy faster, closer shaves! Electric Shave is available at drugstores or toilet goods counters. Only 49¢ plus tax—enough for 80 shaves. The J. B. Williams Co., Glastonbury, Conn.

Contains Rutile Titanium Oxide—
Whitest Pigment in the World!

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white**
Cleans White
Shoes Whiter!

HOLLYWOOD SHOE POLISH INC.,
INCORPORATED, N.Y.C.

Contains Rutile Titanium Oxide—
World's Whitest Pigment!

LOOK FOR THIS SEAL OF SATISFACTION

FOR FINE BEDDING AND FURNITURE



HOLLYWOOD'S FUTURE may look like this. The row of bungalows once housed executives of Eagle-Lion Productions, but the men here ranged on the

MOVIE BUSINESS CONTINUES

audience, advertisers will be able to spend more on programs and thus (presumably) raise the quality of entertainment. If TV, with the limited audience and generally mediocre programs of the present, has seriously affected the movie box office, how much more serious must be the effect when the fabulous infant comes of age?

Looking ahead to that time, it is easy to imagine the decaying hulks of the studios standing empty in the misty sun, the props scattered and broken, the swimming pools weed-grown, the great homes shuttered and stripped of every belonging in a series of desperate public auctions; and, here and there among the ruins, the bleaching bones of some former \$4,000-a-week executive who, incredulous to the last, died miserably of malnutrition of body and ego. This vision is, in fact, not far from the one with which many television executives entertain themselves. Doubtless things will not get that tough; people are still making money in the horse-collar business. But obviously the movie business is up against an immense problem.

To find out what the industry is doing, trying to do, and hoping to do, LIFE's reporters have talked with exhibitors, actors, directors, studio heads and financial and operating executives representing movie making and merchandising at all levels. Naturally, there was a good deal of diversity in what they had to say, for the industry is not really an entity any more than is "Broadway," which encompasses both Rodgers and Hammerstein and the penny arcades. But the most striking result, in view of all the foregoing reasons for pessimism, was the amount of optimism the industry still can muster. With some air of whistling in the graveyard the movie-makers and exhibitors reassure themselves with the following theories:

TV's effects on attendance are overrated. The slump is just as much, or more, due to "the shrunken entertainment dollar" caused by high taxes and inflation, and by the heavy instalment buying of hard goods (such things as TV sets) that began with the Korean war. These things are temporary; ergo, so is the slump.

TV is still a novelty, and when the novelty wears off people will start going out again to the movies. Some surveys of set owners lend support to this view. For instance, Earl Hudson, president of United Detroit Theatres Corp., canvassed 500 owners who had been averaging at least one movie a week before buying their sets and found: those who had owned sets for three months or less had gone to no movies at all, but those who had owned sets for a year or more had settled down to looking at only a few choice programs and had resumed their habit of going out to a movie on the average of once a week. Other surveys, however, are not so reassuring as this one. Market Statistics, Inc., in a national survey for Columbia Pictures, found that for every 2% increase in TV set "saturation" in an area, movie box office declines by one percent, and from this



balustrades are executives of the numerous small companies that have taken over most of this onetime movie lot—and several others—to make films for TV.

predicts that eventually the movies may lose 40% to 50% of their previous (1948) audience.

People are naturally gregarious. Even though they may stay home more now with their TV sets, they still want to go out fairly often—especially for entertainment. As Producer Jerry Wald says, "Imagine a guy comes home after work and says to his wife, 'Honey, I got a big surprise for you, a big celebration. We're gonna stay home and look at the television.' She'd spit in his eye." To which Norman Krasna, the other half of the recently formed Wald-Krasna Productions, adds, "Turn the whole thing around. Suppose TV had come first and then somebody had invented movies and built a place like the Roxy to show them in. The man bursts in on his wife and says, 'Honey, what I saw downtown! I've seen this with my own eyes! This huge place, it has thousands of seats, and thick carpets, and crystal chandeliers, and ushers dressed up like cadets, and a big candy counter. It's got like television only the shows are good and last for two hours and they don't interrupt every 15 minutes to sell something. The actors wear costumes and they give you outdoor scenes and mountains and ships sailing and—listen! Here's the payoff—the screen isn't little. It's *this* big!' Why, people would trample on each other to see such a thing."

People will always spend money to see a really good show—or, in the industry's mossy cliché, reiterated like the symbols on a prayer wheel, "There's nothing the matter with this business that a good movie can't cure." (Groucho Marx has riposted: "There is nothing the matter with bad movies that good box office won't cure.") It is fundamentally on this faith that the tycoons from William Goetz to Dore Schary hang their hopes for the future, and it is the mounting evidence of its validity that has lifted, in part, the deep gloom that settled on the industry last winter, the winter of TV's first big inroads at the box office. While routine pictures were dying of neglect, Hollywood noted, with a tremulous hope, that the public still turned up in the old numbers to see *some* films—and these, on examination, turned out to be films that had something special to offer. They were as diverse as the urbane *All About Eve* and the preposterous and clumsy *Samson and Delilah*; but each had the qualities of creative imagination, of freshness, of being different. People, it seemed, hadn't given up the movies—they simply were shopping for entertainment. As *The Great Caruso*, *Born Yesterday* and *The Thing* have gone on equaling or breaking box-office records across the country, the industry has felt a warming sense of being loved again.

Zanuck, Schary, Goetz, *et al.*, the big studio heads, the quasi-independents such as Stanley Kramer, and the independents such as Goldwyn, all emphasize this theme—"Give them what they can't see on television. Make it different, make it good, merchandise it, and they'll come out." Even Robert Lippert, an exhibitor who entered the production end of the industry three years ago

CONTINUED ON NEXT PAGE

New Shasta Cream Shampoo

Sparks your hair with brighter, richer color



BLONDE HAIR GLEAMS with bright gold. For new Shasta Cream Shampoo contains an amazing sparkle-giving cleanser that "super" cleans your hair, so the natural color shines through in all its splendour.



RED HAIR GLOWS with burnished glory. New Shasta Cream Shampoo sparks your hair with brighter, richer color. Not artificial color. But your own true shade, glistening through "super" clean hair.

Not a tint! Not a dye!

Shasta is a super cleansing shampoo. Contains an amazing sparkle-giving cleanser that gives your natural hair color a dazzling lift.



BRUNETTE HAIR DANCES with dark fire. Super cleansing Shasta lathers out color-dulling grime. Leaves hair so clean—your own true color dances through like sunshine streaming through a clean window pane.



GRAY, WHITE HAIR SHINES with silver. The secret is Shasta's amazing sparkle-giving cleanser. That's why—after shampooing with New Shasta Cream Shampoo, all hair color looks brighter, richer.



..... Big Economy Jar **89¢** also 57¢ and 29¢
4 full ounces

MONEY BACK GUARANTEE If not convinced that New Lanolin-Enriched Shasta sparks your hair with brighter, richer color, return the jar to Procter & Gamble and get your money back in full.

New Shasta Cream Shampoo

FOR BRIGHTER, RICHER, NATURAL COLOR

Smartest kit in the class...

No wonder lunchtime is funtime at school! Your youngster is proud of his lunch kit by "Thermos" and happy when eating that good food from home.

And no wonder "Thermos" brand is the most popular vacuum bottle—it's smart, it has a special plastic cup and the most efficient form of insulation known.

Use your Thermos brand vacuum ware often. And when shopping, remember, insist on "Thermos" brand.

THE AMERICAN THERMOS BOTTLE COMPANY
NORWICH, CONNECTICUT
Thermos Bottle Co., Ltd., Toronto
Thermos Limited, London

THERMOS



the Vacuum Bottle everybody asks for



NO BABY-SITTER is necessary when Mr. and Mrs. Hal Abrahasson take Eddie and Bunny with them to the drive-in movie theater shown at right.

MOVIE BUSINESS CONTINUED

specifically to make low-budget "B's," has now completely reversed his field and plans to cut the number of his productions in half, spend twice as much money and time on each, and—he hopes—make them at least twice as good. From the public's point of view, of course, this is the greatest news since sound. It does not mean that grade B, C and Z pictures will disappear from local movie screens. The quickie western, jungle adventure and horror films, for instance, are likely to go on for a long time, perhaps forever, for they are cheap to make and they have an audience. But the important studios have substituted for the policy of making mostly "safe" pictures—what Dore Schary calls "the blue serge picture"—the policy of making pictures that are "different." The result could be a great increase in the number of good pictures. It could mean the return of the Lost Audience.

Hollywood sooner or later will absorb television. Darryl Zanuck, crouching over the end of the table at the Twentieth Century-Fox executive dining room and waving his huge cigar like a war club, expounded on this theme a few weeks ago: "The movies are in trouble? Television is in trouble 10 times worse! They've got 25,000 separate productions a year to put on. They chew up talent, stories, people, ideas. They've already run out of material. They're already repeating themselves every night, every week. And actors hate it. They hate it. It's torture for them. They'd infinitely rather work on film. I predict that in a few years' time 70% of everything on television will be made on film. And who's going to make it? The people who understand this medium—the people out here!" Whatever the figure may turn out to be, the general sense of this statement probably is sound. Already nearly twice as much film footage is being shot in Hollywood for television as for regular theater exhibition. The Hal Roach lot, the Eagle-Lion lot and several of the other independent production lots are crammed with TV units. Employment among directors, writers, nonfeatured players, technicians and crews, which had slumped during last winter's semipanic, is now sharply up again, due considerably to this new market.

Producer-Director John Houseman, who speaks with the detachment of his many years of experience with the stage, radio and the movies, recently summed up this part of the argument: "Television and the movies aren't essentially competitors at all. They're the same thing by different names. What difference does it make if a shadow image is seen on a screen in a movie theater or, by a different method of transmission, on a screen in your home? It makes a difference to the owner of the theater, but not to the people who make the film. Hollywood, considered as a group of 25,000 people who have special skills and talents, has nothing at all to fear from television. Probably it has a lot to gain." Such a sanguine prediction assumes, of course, both that a great portion of TV programs will be filmed and that this will be done in Hollywood. Both assumptions may be wrong, but the evidence so far suggests that both are right.

But as Houseman says, "It makes a difference to the owner of the theater." It makes a difference to the owners of more than 23,000 U.S. movie theaters whose annual receipts (less film rentals) have been running at the rate of about \$1 billion and whose investment in real estate approaches \$3 billion. What happens to this huge segment of the industry?

THESE DEADLY PESTS CARRY THEM ALL!

For the Sake of Your Health

KILL THEM

NEW HUDSON NEBULIZER

Kills Common Pests... Quickly,
Surely, Economically

There's no more need to fuss with old-fashioned sprayers. Loaded with any make AA grade insecticide, the Hudson Nebulizer 4-jet nozzle shoots a fine, floating spray that stays in the air longer ^{than} knocks down 20% more flies, kills 25% more of them. Used on walls or clothes, it can deposit a fine protective film, deadly to cockroaches, moths, ants, mosquitoes, others. Hudson Nebulizers; in sizes from 1/2 pt. to 2 qt., priced from about 50c to \$2.00, at dealers everywhere.

*Based on independent laboratory tests.

*Many authorities suspect the common fly of carrying Polio virus.

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OUTDOOR THEATER in Chicago is one of more than 3,000 built since war. Convenient, cheap to operate, drive-ins are replacing many orthodox theaters.

It too has hopes and plans—but more of the first than of the second. With the producers it hopes that when inflation and taxes and instalment debts and the novelty of TV taper off, the public will return to its old gregarious habits and want a night out at the movies regularly again. It hopes that the producers will give it lots of *Great Carusos* and *Born Yesterdays* to show. It is paying close attention to the new vogue for drive-in theaters, which solve the baby-sitter, parking-charge, traffic congestion problems: more than 3,000 have been built since the war. It is following with interest the development of a new system of three-dimensional movies called Cinerama, which conceivably could do for attendance what sound did 20 years ago. But its concrete plans revolve largely around the idea of meeting fire with fire: of using big-screen TV in theaters to show special features, such as sporting events, variety shows and Broadway plays and musicals, which would be televised to them alone on closed circuits and substitute, in effect, for half of the usual double-feature bill, the other half remaining a "good" movie.

The exhibitors have been vastly encouraged by the first practical test of this idea, which took place when the Louis-Savold and La-Motta-Murphy and Marciano-Layne prize fights were sent on closed circuits to a number of theaters in large cities. In nearly every case the houses were filled, and in many cases people had to be turned away. The number of such special events is limited, of course, but in the thinking of such showmen as Spyros Skouras, president of Twentieth Century-Fox, and Leonard Goldenson, president of United Paramount Theaters Inc. (recently merged with the American Broadcasting Co.), there will be no shortage of appetizing material. "Think of a *South Pacific*," Skouras has said, thinking of one with obvious pleasure. "After it has had a big run in New York, become a famous hit, I would make a deal with Mr. Rodgers and Mr. Hammerstein to put it on the television in color to 1,000 theaters. They have maybe a million seats. It runs with a wonderful movie like *The Frogmen*. At a dollar a ticket I take in a million dollars in one night!"

End of small theaters?

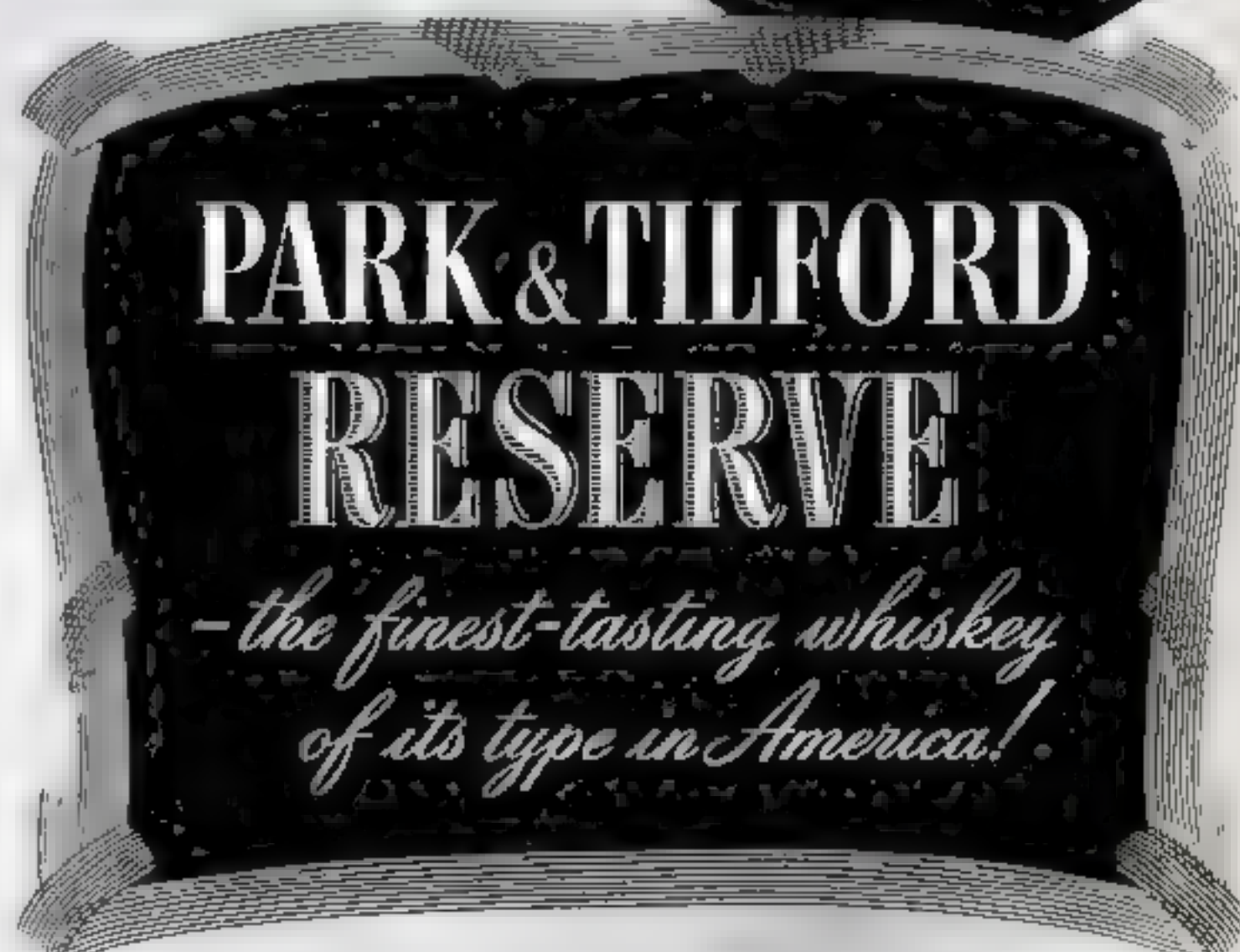
BUT the next question is one of costs. Theater-size television receivers cost from \$15,000 to \$35,000 each—not too much for the big houses to afford but beyond the means of most of the neighborhood, small-town and second-run places. How can they survive? The chances are that a great many of them will not. Charles Skouras, head of Twentieth Century-Fox's theater operations, predicts that 40% of the country's theaters will close in the next five to seven years. Others, even more pessimistic, have estimated the fatalities at up to 90%.

To this, too, Hollywood has an answer of sorts. It consists in the fact that some 65% to 70% of the income from film rentals has come from only about 20% of the theaters—from the big houses in the big cities. Hence some thousands of small theaters could close without a decisive—albeit painful—effect on the income of the production end of the industry. In fact the producers, who have never loved the exhibitors anyway, tend to look on the misfortunes of the latter as a possible blessing in disguise. They point out that the exhibition trade is overexpanded, and it is true that despite the recent closings there are more theaters in operation now than ever

CONTINUED ON NEXT PAGE

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Good Taste
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Knowing hosts serve
Park & Tilford Reserve
proudly... and knowing
guests appreciate the
compliment. Wherever a
premium is placed on
quality, there Park &
Tilford Reserve receives
a warm welcome.



The Premium Whiskey
at a Popular Price!



None Genuine Without This
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GOOD LOOKING! LONG WEARING!

SANFORIZED FOR PERMANENT FIT

The right clothes for "Back To School" and for any wear are Lee Riders. They're snug fitting, long wearing, comfortable. Lee Rider Pants are made with either zipper or button front . . . side opening zipper optional in Ladies' and Girls' sizes. Satisfaction guaranteed or your money back.

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WORLD'S LARGEST MANUFACTURER OF UNION MADE WORK CLOTHES

MOVIE BUSINESS CONTINUED

before in history. This growth has been in response to changing population patterns, and to the public's enthusiasm for drive-ins, and obviously not to the state of the box office as a whole. Of the older theaters, many have been left behind in the backwaters of cities; many others are decrepit, odorous and ill run, marginal except in the best of times. Hollywood would be glad to see them go; would be glad, in fact, to eliminate all but the modern, well-run houses, where the new, better movies could be appreciated in worthy surroundings. Or so the producers say.

But if, on the basis of these arguments, one can believe that Hollywood still has a lease on life, it does not follow that it can blithely lead the same life as before. The gay old girl with her real diamonds and her appetite for scandal and champagne has competition—and there just isn't the money any more for madcap living. Economy is the new fashion in the movies. Scenes that used to call for a thousand extras are now shot with a hundred; ballroom sequences have been rewritten to fit into intimate bars; expensive stars have found themselves "at liberty" at option time; and long-contract stars and producers walk carefully to avoid giving any legal pretext to their studios for cancellation. A new hero of the community is Stanley Kramer—not so much because he has made some excellent movies since he became a producer (*Home of the Brave*, *The Champion*, *Cyrano de Bergerac*, *The Men*) as because he made them on extraordinarily low budgets. But all this is rather pathetic and rather comic. Hollywood's idea of penny-pinching is summed up in Jack Warner's announcement that from now on, Warner Brothers producers should try to fit their plans to budgets of only \$1 million a picture.

There are people in Hollywood who understand real economy. Frank Wisbar, formerly a director in Germany (*Maedchen in Uniform*), now the director and producer of films for Fireside Theater, which has the second highest popularity of any show on TV, makes 44 of these half-hour featurettes a year for an average cost of only \$17,000 each. Wisbar learned his methods in pre-Hitler Germany, where lack of capital kept movie production costs generally low, and later in Hollywood as a producer and director of "quickies" on budgets that usually did not exceed \$50,000. As he and many others have shown, it is possible to make movies cheaply—and not necessarily at the sacrifice of quality. But except in a few freakish instances, it has not been possible to make them cheaply at a major studio.

End of the big studios?

THE reasons for this are as complex as the human, sociological and financial relationships that create such places as M-G-M, Paramount, Warners, RKO, Columbia or Universal. Practically speaking, however, what they add up to can be described in a word—"Overhead." The big salaries of big executives, the big contracts of the big stars and directors and writers (who may be idle many weeks of the year), the big investments in story properties (that may never get put on film), the taxes and amortization on studio buildings and sets and equipment—all this is overhead. It increases the cost of production by anywhere from a third to a half; that is, the same movie with the same director and cast costs that much more at a major studio than it would if made by an independent producer on an independent lot. And so one of the fascinating questions about Hollywood in the television era, with costs becoming an increasingly important consideration, is: can the major studios survive? If not, then Hollywood will become a vastly different place.

The majors have important advantages on their side. They are rich: most of them have laid up layers of fat from many prosperous years. Their credit is excellent; any of them could go into the financial markets and raise many millions more easily than the average man could finance a new car. (In contrast, the bankers are nervous these days about lending to any but the most experienced independents, on the grounds that a bad guess in the present market means not simply a loss, but sometimes nearly total loss.) The majors have big, highly organized distribution systems capable of extracting the last possible dollar, franc or peso from the last, remote audience. This, in fact, is the chief reason why for so many years they have been able not only to turn a better unit profit than the independents but to drive most of the latter out of business. Their foreign distribution systems are now again becoming highly rewarding—for with the gradual thawing of most of the world's currencies, income from abroad is climbing back to its old levels, in spite of the partial remaining blockage of sterling area remittances. Moreover, in their efforts to cut production costs, the majors have behaved more rationally and succeeded better than anyone a few years ago would have thought possible. The days when scripts were rewritten half a dozen times by series of high-priced teams;

CONTINUED ON PAGE 111

NOW GIN HAS COME OF AGE

Would you
want this...

when you
can have this?



GOLF HAS COME OF AGE

IF YOU THINK that all gins are alike, you haven't tried Seagram's Gin - the first basic improvement in gin in 300 years—the gin that takes its place among the finest liquors of the world.

Enjoy your summer drinks with Seagram's Ancient Bottle Gin. It gives you these 4 modern features:

1. It's made with patience... in a careful, leisurely way.
2. When it is finally ready for bottling, it is the color of mellow candle-light—the original American Golden Gin.
3. It's so smooth and pleasant, you can enjoy it straight.
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COSTS MORE—AND WORTH IT!



AS MODERN AS TOMORROW

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DISCRIMINATING PEOPLE PREFER HERBERT TAREYTON



MRS. JAMES MITCHELL CRANE, charming socialite of New York and Sands Point, L. I. Discriminating in her choice of cigarettes, Mrs. Crane says: "Herbert Tareyton gives me more smoking enjoyment than any other cigarette."

Discriminating people prefer Herbert Tareyton. They appreciate the kind of smoking that only fine tobacco and a genuine cork tip can give. The cork tip doesn't stick to the lips . . . it's clean and firm. And discriminating people prefer Herbert Tareyton because their modern size not only means a longer, cooler smoke, but that extra measure of fine tobacco makes Herbert Tareyton today's most unusual cigarette value.



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Summer fun DRIES your skin



Sun-basking
coarsens skin

TORRID SUMMER SUN tends to bake the outer layer of your skin—make it look coarser, summer-dry.

HERE IS A QUICK UN-DRIER to soften and relax your summer-dried skin.

After you've been out in strong sun or wind, soothe your parched face with softening Pond's Dry Skin Cream (hands, arms, too). This rich cream spreads easily. Your dry, thirsty skin will "soak it right up"—feel softer, more comfortable at once!

3 FEATURES make Pond's Dry Skin Cream so effective. 1. It is rich in lanolin, most like natural skin oil. 2. It is homogenized to soak in better. 3. It has a special emulsifier. At night, work it in richly. By day, use lightly under make-up. All summer, use after any sunny, windy exposure.

Pond's Dry Skin Cream is sensibly priced—98¢, 55¢, 31¢, 15¢, plus tax.

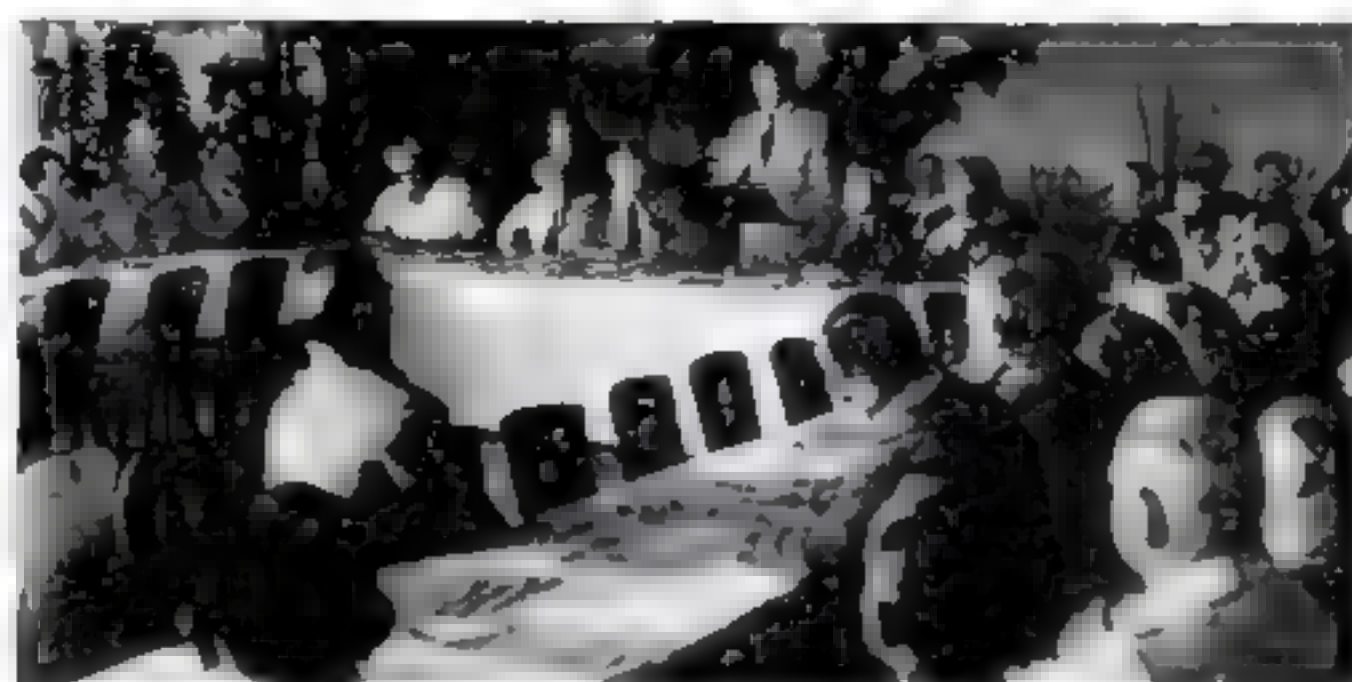
START NOW to repair, ease, soften summer-dry skin. Get Pond's Dry Skin Cream today!



Definitely
made different
Definitely
tastes better



Distilled from 100% Grain Neutral Spirits — 90 Proof
Mr. Boston Distiller Inc., Boston, Massachusetts



SIGN OF HEALTH comes as producing companies invite exhibitors to sit in on a conference on the problem. Here Lou Smith, publicity director of Columbia, addresses assemblage representing producers, exhibitors and actors. They decided to do more advertising, refurbish theaters, increase publicity.

MOVIE BUSINESS CONTINUED

when shooting went on for months and hundreds of thousands of feet of film were wasted; when \$100,000 sequences ended up on the cutting-room floor—such days are gone. Zanuck—perhaps overgenerously—estimates that "80% of the production dollar now ends up on the screen in entertainment value."

But the high overhead goes on—the result of habits and policies and patterns of thinking accumulated and solidified in the course of decades; the result, to some extent, of mere bigness. Spyros Skouras' formula for reducing high salaries (graduated cuts in the higher brackets to be made up by profit-sharing, provided there are any profits) has disappeared in an embarrassed silence. None of the other studios has endorsed the idea; the producers', directors' and screenwriters' guilds have rejected it, so that it is largely ineffective even at Twentieth Century-Fox.

Traditionally—indeed, famously—M-G-M has had the highest overhead in the industry. Here has been the greatest stable of stars, the biggest collection of executive titles, the lushest expense accounts and the deepest disdain for cost controls. This is what Dore Schary, M-G-M's production head, has to say about overhead in the new era: "We've cut our overhead some, but really not very deeply. We have no special plans to cut it much more. We think it pays its way and then some, in quality and in profits. The benefits of a big organization come in such things as *King Solomon's Mines*—I doubt if any of the smaller studios could have done that job. The big exploitation pictures—that one, or *Quo Vadis*, or *An American in Paris*, for instance—I'm sure we can make cheaper than any independent could, and that includes our overhead. And those are the pictures that make the big money for us, and those are the ones we're emphasizing in our production planning."

Gamble of overhead

THIS unabashed endorsement of overhead may turn out to be great leadership in the "damn the torpedoes" tradition. But it assumes at least two hypotheses that may or may not be valid: it assumes that the public in really big numbers (enough to return an investment of from \$1 million to \$7 million) will pay for superior entertainment when it can stay home and see pretty good entertainment for nothing; and it assumes that M-G-M and the other majors (whose production heads, though more sensitive to costs than Schary, believe in a general way as he does) can produce really superior entertainment in quantity and with some consistency. If either assumption is wrong, the high-cost studios are in for rough weather.

There is a reasonably good chance that both are wrong. And that the movie colossi, the great glamour factories that to the average moviegoer are Hollywood, will come tumbling down.

In Hollywood, the land of illusions and sweet dreams, there is one species of inhabitant who abjures the lotus. His head is full of nothing but dollar signs; his single aim in life is to get as much as the traffic will bear. His business is to know "the situation." He is the supreme realist—the agent. Here is the opinion of one of Hollywood's most important agents: "The day of the big studios is finished. Their costs are too high and there isn't any way to get them down—really down—without tearing them apart and reorganizing from the ground up. We're going to see a return to the early days of the industry. Movies will be made by small, independent production units, and instead of being turned out on an assembly line basis they'll be made like plays are. A producer will rent facilities

CONTINUED ON NEXT PAGE

Don't let Summer Sun wreck Hair and Scalp!



Sun, wind and water gang up on you—make hair dry, unruly . . . scalp parched, flaky. But not when you make a daily habit of the Vitalis "60-Second Workout."



FEEL the difference
in your scalp—

50 seconds' brisk massage with stimulating Vitalis and you **FEEL** the difference in your scalp—prevent dryness, rout embarrassing flaky dandruff. (Vitalis actually kills germs associated with infectious dandruff!)



SEE the difference
in your hair!


Then 10 seconds to comb and you **SEE** the difference in your hair—far handsomer, healthier-looking, neatly groomed. Get a bottle of Vitalis today.



ALSO VITALIS HAIR CREAM

for Cream Tonic Fans . . . lighter-bodied than ordinary cream oils. No heavy film, no sticky comb, no messy hands.

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is only part of the
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story!



It's a 4 in 1 product!

1 AN extra-gentle BLEACH
Clorox gives you gentler bleaching, conserves costly linens, because it's free from caustic and other harsh substances... made by an exclusive formula developed by Clorox and protected by U. S. patent!

2 A dependable STAIN REMOVER
Clorox is the favorite in millions of homes for removing stains from cottons and linens, and from various household surfaces. Let the Clorox label help with your stain problems.

3 AN effective DEODORIZER
It's so important that your routine cleaning leaves kitchen and bathroom fresh as well as clean. Clorox gives you this big benefit because it deodorizes... in cleaning... in laundering, too!

4 In addition CLOROX is one of the world's great DISINFECTANTS
In laundering, or in routine cleaning, Clorox provides added health protection for your family. It's the most efficient germ-killer of its kind... a type of disinfectant recommended by hundreds of Public Health Departments. See directions on the Clorox label.

You get all 4 in 1 with CLOROX

AMERICA'S FAVORITE

**CLOROX BLEACHES
REMOVES STAINS
DEODORIZES
and Disinfects**

**CLOROX-CLEAN means
ADDED HEALTH PROTECTION!**

MOVIE BUSINESS CONTINUED

and hire a cast and a director and a publicity man for one particular individual job. It'll be a free-lance business—no more big permanent payrolls. The major studios will go out of production. They'll become rental lots. They'll make their money from renting space and equipment to these small units, and by financing them and distributing the stuff they make.

"The big salaries will come way down. Box-office stars as such have ceased to exist anyway—in a good picture a star will pull his weight, but in a bad picture he doesn't do fair business, he does no business. When all this shakes down, the important people involved in a picture—the stars, the director, the writer—will work mainly on a percentage basis, nobody to make any real money until the production costs have been earned back. The town will be busy. With TV and what's left of exhibition there'll be plenty of activity. But the big money and the big studios will be in the past.

"Of course, there's one thing that could reverse everything I've said. That's if they find a practical way to let the public pay to see movies on television. If that happens, the grosses will be terrific. The production industry will have a bigger boom than anything we've ever seen or even imagined."

Like the hero in the proverbial happy ending, this new arrival now appears against the horizon ready to swoop down and rescue the damsel from the dangers that assail her. Phonevision, Tele-meter, Subscriber-Vision—by any other name it means the same, a device by which televised movies can be received and paid for in the home. Phonevision, for instance, works by 1) televising a movie so that it appears on the home screen in distorted form, 2) sending out an electrical pattern that unscrambles the image; this via the customer's own telephone line, 3) charging the customer on his regular monthly telephone bill. Each of the systems still has some technical and operating difficulties to work out, but there is no real doubt that in one form or another a pay-as-you-look system is practical. Nor is there much doubt that it would be popular. Free movies are sponsored on TV now, of course, but mostly of a vintage and quality that repel the grownup audience. Pay-as-you-look presumably would provide good movies, drawing on film vaults for classics like *Pygmalion* but including also recent and current releases. With 50 million TV sets predicted for the country, the potential audience obviously is huge; and at a dollar a show—the figure most often mentioned—the fireside box office could easily gross several million dollars for a good picture.

Gamble of "pay-as-you-look"

NATURALLY there are complications, else Hollywood would have reached out for this treasure long since. The chief complication is the exhibitor—uncontrolled pay-as-you-look surely would bring his final ruin. And the producers, while cheerfully reconciled to the disappearance of the marginal exhibitors, need a large and healthy exhibition business; need it, at least, until pay-as-you-look is established in many millions of homes and has proved that it can substitute for the regular box office. One proposed solution is to show new releases first at theaters, then show them again, after six months or so, on television, which would thus become a gigantic "subsequent-run" theater. A supplementary idea is to give exhibitors local franchises for the sale and service of the unscrambling and metering equipment, and for the collection of the "admissions," thereby cutting them in for a share of the profits. Doubtless several such ways can be found to help the leading exhibitors stay alive, and once the divorcement of the studios from their theater holdings is complete it is likely that pay-as-you-look will begin to make strong headway. The Society of Independent Motion Picture Producers has already endorsed it, and the heads of the major studios, although officially cold to it (because of its threat to the exhibitors) privately regard it as inevitable.

One sign of the great expectations held for it is that entrepreneurs in and around Hollywood are already doing their best to buy up film libraries. It was the great catalog of old films in Warner Brothers' vaults, more than any other single asset of that company, that caused Louis R. Lurie to organize the purchase syndicate that so nearly succeeded in buying out the brothers. It is the similarly well-stuffed vaults of RKO that have tempted the series of capitalists who have tried to buy Howard Hughes's controlling interest in that company. Pam Blumenthal, once a Hollywood representative of eastern investment firms and now an independent producer, said recently, "If I had a lot of millions to bet with in this business, I wouldn't buy studios or contracts or stories or theaters. I'd buy negatives. I'd just want negatives."

One great "if" hangs over this otherwise enticing prospect. The FCC must be consulted—and it may refuse permission under its

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Read how chlorophyll—nature's own magic green leaf deodorant—purifies your breath. Recently reported in Reader's Digest.

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FRESHIES**
**Stops
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in 1 to 3 seconds!

Keep your breath fresh all day long!



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TRAVEL IN
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10¢
Hardy Roll
3-roll package, 25¢

for the tummy



The beauty of Monument Valley in Arizona and Utah is inspiring. If you plan a trip to the west, write us in Los Angeles for full-color highway maps.

AMAZING PURPLE MOTOR OIL NATIONAL SENSATION

Leading Car Dealers Feature Unique Heavy-Duty Oil

A few months ago, leading car manufacturers brought out their motor oil recommendations for their new passenger car models. They specified *heavy-duty** type oils. Since then, thousands of motorists throughout the U. S. have changed to Royal Triton—the finest of the heavy-duty motor oils. Now leading car dealers

are featuring Royal Triton wherever it is available.

Royal Triton pioneered the heavy-duty motor oil field. It not only meets the heavy-duty specifications set up by car makers but passes the *most exacting* of all heavy-duty specifications—the new military MIL-O-2104.

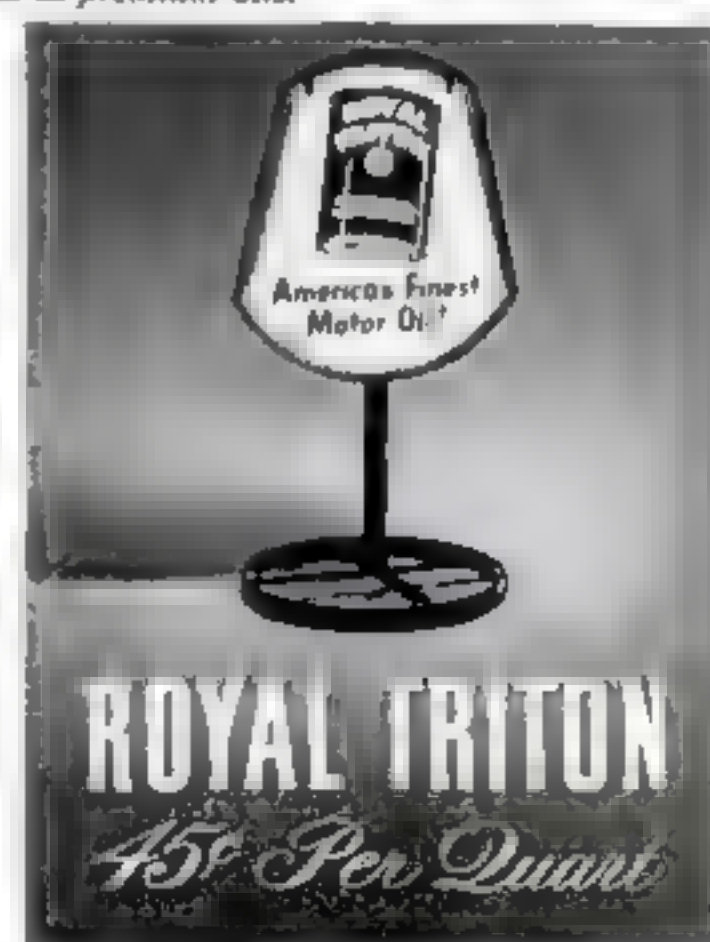
*The classification *heavy duty* has nothing to do with weight. *Heavy-duty* oils come in the same S. A. E. grades as *premium* oils.



THE PURPLE COLOR of heavy-duty Royal Triton came from an exclusive combination of fortifying compounds. Royal Triton's compounds give far greater protection against oxidation, corrosion and acid action than *regular* grade oils. Royal Triton's detergent compound keeps engines cleaner than *premium* grade oils.



THE FAMOUS 30,000-MILE TEST, in which four new cars were driven the entire distance *without oil drain*, proved Royal Triton's amazing heavy-duty lubricating ability. At the end of the run engines showed no measurable wear. Oil was in excellent condition.



Royal Triton is now available in many areas of the U. S. at service stations, garages and car dealers'.

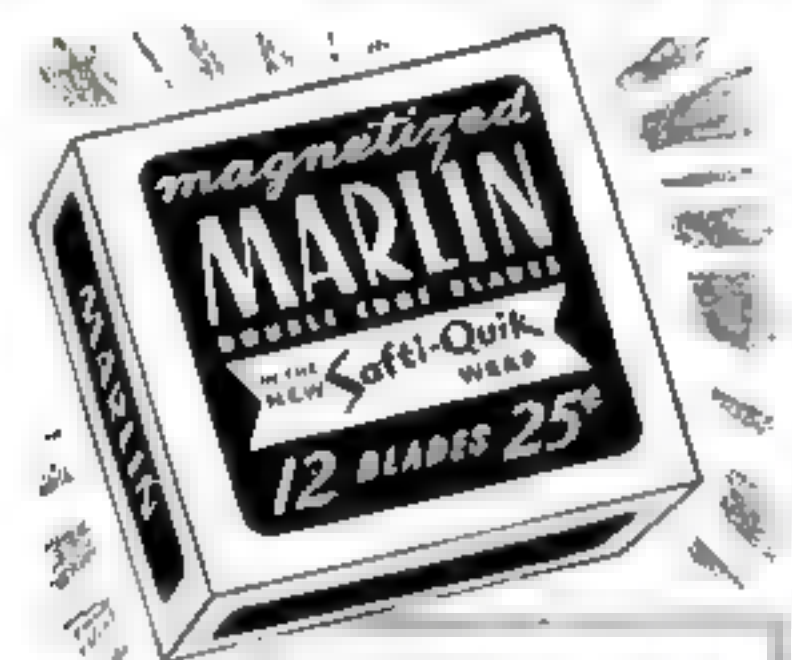
UNION OIL COMPANY OF CALIFORNIA

LOS ANGELES, Union Oil Bldg.
NEW YORK, 4904 R.C.A. Bldg.
CHICAGO, 1612 Bankers Bldg.
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1951's BIG SHAVING NEWS!

New "Magnetized" MARLIN BLADES

Give Smoother, Longer-Lasting Shaves!

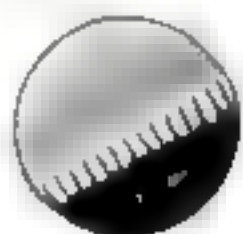


NEW Safti-Quik WRAPPER

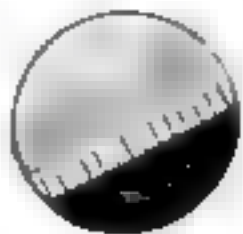
Fingers don't touch blade — just hook blade on razor and wrapper slides off!

• Just imagine a razor blade that is "Magnetized" to give you the smoothest, most comfortable shaves you ever had! "Magnetized" to give you cleaner, easier shaves! "Magnetized" to give you shaving edges that stay sharp longer!

SEE HOW ROUGH
the edges of an unmagnetized blade appear when seen under a microscope.



SEE HOW SMOOTH
these edges look when "Magnetized"! Marlin's smoother edges mean that you get smoother, cleaner shaves.



It's the new "Magnetized" Marlin Razor Blade! Made by a spectacular new process that slicks up the edges... makes them incredibly sharp and smooth!

COMPARE this new Marlin Blade with blades costing even 3 times as much! Get "Magnetized" Marlin Blades today. Produced by the same high-quality, precision manufacturing methods that have made The Marlin Firearms Co. famous for fine guns since 1870. Single-edge blades also available at the same price.

MARLIN Blades

12 for 25¢

27 for 50¢ — 60 for \$1.00

MOVIE BUSINESS CONTINUED

"public interest" powers on the grounds that the public, when buying sets, has done so in the belief that TV programs like radio programs would come to them free. But there is at least a strong hint of the commission's probable course in a statement made not long ago by Chairman Wayne Coy: "If broadcasting, as we know it, cannot provide the programs the American public wants to see, some form of box-office television must be found to supplement the present commercial sponsorship of commercial shows."

If, then, the FCC gives its approval, the fireside box office may well force Hollywood and TV into a loveless but mutually profitable marriage of convenience. But, as we have seen, the engagement has barely been announced—the nuptials lie several years away, and harmonious understanding a good deal longer away than that. Meantime Hollywood's problems are by no means all little ones. In what the industry refers to hopefully and nervously as "this transition period," the attrition is sure to be severe. As Samuel Goldwyn has said, "... Within just a few years a great many Hollywood producers, directors and actors who are still coasting on reputations built up in the past are going to wonder what hit them. ... This will be hard on a great many people who have been enjoying a free ride on the Hollywood carousel. ..."

"No free rides." Jerry Wald has a little toy wind-up car on his desk, and on the back is emblazoned this tragic slogan. Wald is a Hollywood optimist: having recently borrowed (with Krasna) \$30 million from eastern banks to start a production program of 12 films a year, he can hardly afford to be otherwise. But he is also, in a cheerful way, a cynic: 20-odd years in Hollywood, mostly in the big studios, have left him unimpressed by reputations, titles or previous condition of employment, and his experience is summed up in this disingenuous rule for producing at a profit in a narrowed market.

It also sums up Hollywood's future. Amid all the uncertainties, one thing is clear: the kind of movies that in the past have hitchhiked their way to a profit because of national habit and a slick distribution system can do so no longer. They and the people who make them are finished. For the rest of Hollywood, however, necessity is also opportunity. There can be no more front-office reminders about the "12-year-old mind," that worn and now demonstrably false concept that for so many years has been fixed in Hollywood's vision like the smile on a moron's face. The talented, intelligent people (and there are many) in the movie business, who have so often and audibly yearned to make better movies, will have an increasing chance to do so. For movies must be "better than ever" in truth, or, except as an adjunct of television, they will not be at all.



TO FEED THE MONSTER, TV studios bulge with Kinescope film. NBC libraries, including this one, have enough to play constantly for almost a year.

(Advertisement)

are you a patient woman?

Then you may be one of the women who has tried deodorant after deodorant — even though you've never found one that was completely satisfactory. A survey says you're only one of 6,000,000 women who've complained about underarm deodorants!

* * *

But now patience has paid off — because last year The Andrew Jergens Co. produced a new deodorant that answered every complaint. The result of two years of chemical research, it's wonderful triple-action spray Dryad.

* * *

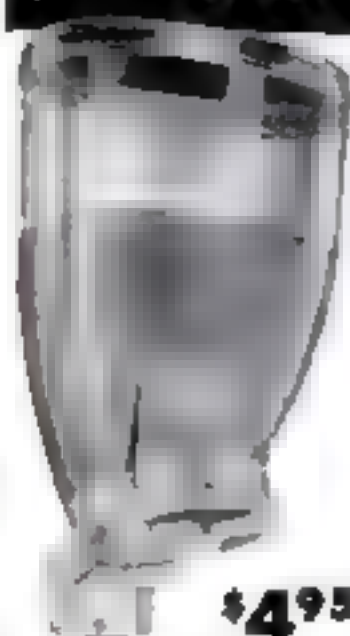
You get instant protection — three ways. Jergens Dryad checks perspiration instantly. It eliminates the odor of perspiration acids instantly. And it overcomes odor-causing bacteria instantly.

* * *

It's safe on the sheerest fabric — yet no other deodorant can duplicate Dryad's effective 48-hour protection. One pretty pink squeeze bottle will last for months and you'll enjoy Dryad's fresh fragrance. But try it yourself! Only 49¢, plus tax. (Also in cream form).



Make good coffee every time



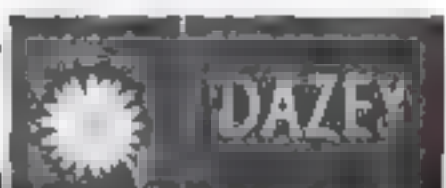
save coffee, too!

No trouble, no waste when you use a Dazey Coffee Dispenser. With just a flip of the lever on the Dispenser you can measure out exactly the right amount for a good uniform cup of coffee — every time. Fits the standard Dazey wall bracket. Available in a variety of colors and finishes. At department, home furnishings, and hardware stores.

\$4.95

Coffee Dispenser
DAZEY Model 180C
Holds approximately
2 lbs. ground coffee

Be sure



The name "Dazey" on "Kitchen Helpers" is equivalent to the mark "Sterling" on silver.



FINEST BEER SERVED . . . ANYWHERE!



IN GARDEN PLAYGROUND of the Danish royal family's summer castle at Graasten, in South Jutland, Queen Ingrid watches over her three princesses (left to right), Anne Marie, Benedikte and Margrethe—who share two rope-and-board swings. Under the Danish constitution the throne can go only to a man—King

Frederik's nearest male relative is his brother Prince Knud—but the three blond princesses are so popular that there may soon talk of letting the people of Denmark of revising the royal inheritance law. This would permit succession by the eldest, Margrethe, who is—except in a swing—a stable, well-balanced young lady.



PRINCESSES PLAY PEEKABOO WHILE PAPA PLAYS PIANO IN PALACE AT COPENHAGEN

Life Visits

The Danish Royal Family

KING'S DAUGHTERS KEEP THE PALACE LIVELY

Danes like to boast (although others argue their claim) that their kingdom is Europe's oldest, since it runs without interruption from about 900 A.D. through 49 kings (including such ancients as Harald Bluetooth, Sweyn Forkbeard, Oluf Hunger and Erik Ploughpenny) and one queen named Margrethe. But more remarkable in an era of vanishing royalty is the fact that Denmark's present royal household contains as gay and sprightly a family as the world can offer. The king is an athlete as well as a musician, a fine sailor and a talented dancer (pp. 120, 121). He and his queen, the former Princess Ingrid of Sweden, are often called "the world's

handsomest royal couple." But the sprightliness of their home is in considerable part due to their three charming daughters—Margrethe, 11, Benedikte, 7, and Anne-Marie, 5. They are mischievously happy, as the pictures on these pages show, and impressively democratic. In a school Christmas play, when Princess Margrethe had her choice of roles in Hans Christian Andersen's story about a swineherd and a princess, she chose to be the swineherd. It is a notably affectionate family, but the king occasionally enjoys fatherly annoyance with his daughters too. "Sometimes," he confessed on a radio program, "you feel you could choke them."

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ROYAL ROUGHHOUSE is routine fun for Margrethe, 11 (top), Anne-Marie, 5 (center), Benedikte, 7. The king says that they play "like wild in bans."

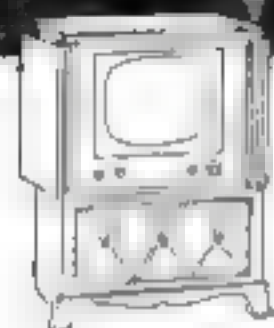


ON GOOD BEHAVIOR (above), Benedikte turns pages for her father. Below: princesses and mother at palace door. The queen selects look-alike dresses.



Why not own the best? **RCA VICTOR**

MILLION PROOF TELEVISION



The 17-inch RCA Victor Fairfield... Better looking in every way! Million Proof quality, already proven in millions of homes. Beautiful 2-door console at an unexpectedly low price. Has phono-jack for record changer like the popular "Victrola" 45 attachment. Walnut, mahogany or hued oak finish.

17-inch RCA Victor Newport...
The set that's all picture! 17 big inches of Million Proof television in a maroon metal cabinet only 21 inches high! Has phono-jack for "Victrola" 45 attachment. Fits comfortably on an ordinary table, fits your budget, too!

And remember—only RCA Victor owners can buy the RCA Victor Factory-Service Contract for expert installation and maintenance. Buy it with your set. If you already own an RCA Victor set without this protection, call the RCA Service Company for a maintenance contract now.



Tune in "The Private Files of Rex Saunders" with Rex Harrison on NBC Radio. Consult your newspaper for day and time.

"Victrola"—T.M. Reg. U.S. Pat. Off.

RCA VICTOR

Division of Radio Corporation of America



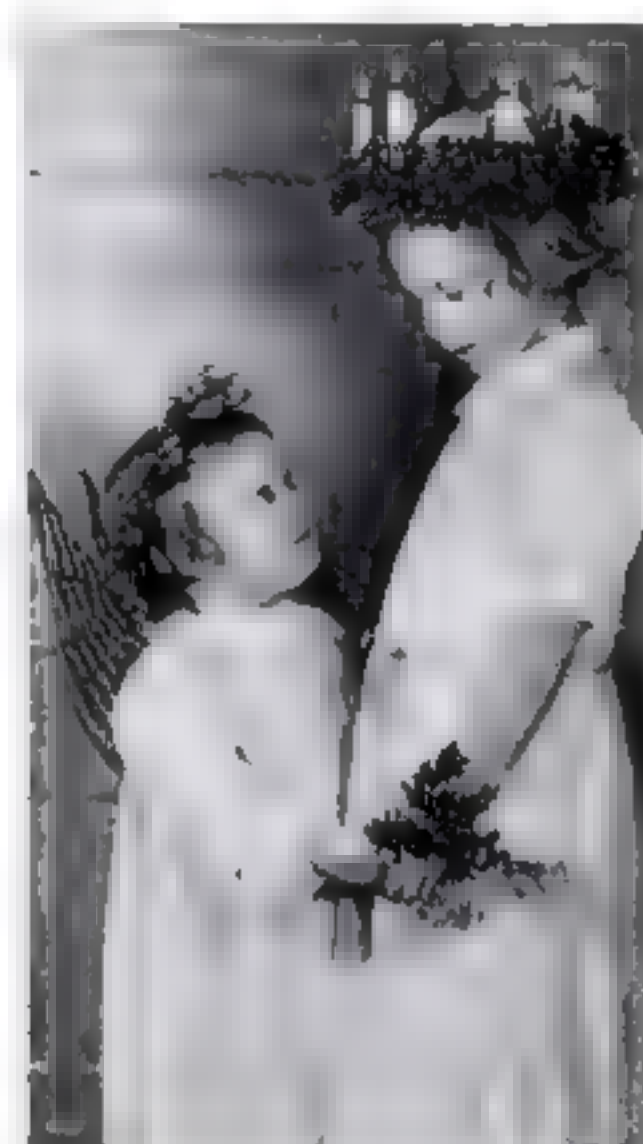
WORLD LEADER IN RADIO... FIRST IN
RECORDED MUSIC... FIRST IN TELEVISION

Danish Royal Family CONTINUED

PLAY, TRAVEL, YACHTING ARE PART OF GROWING UP



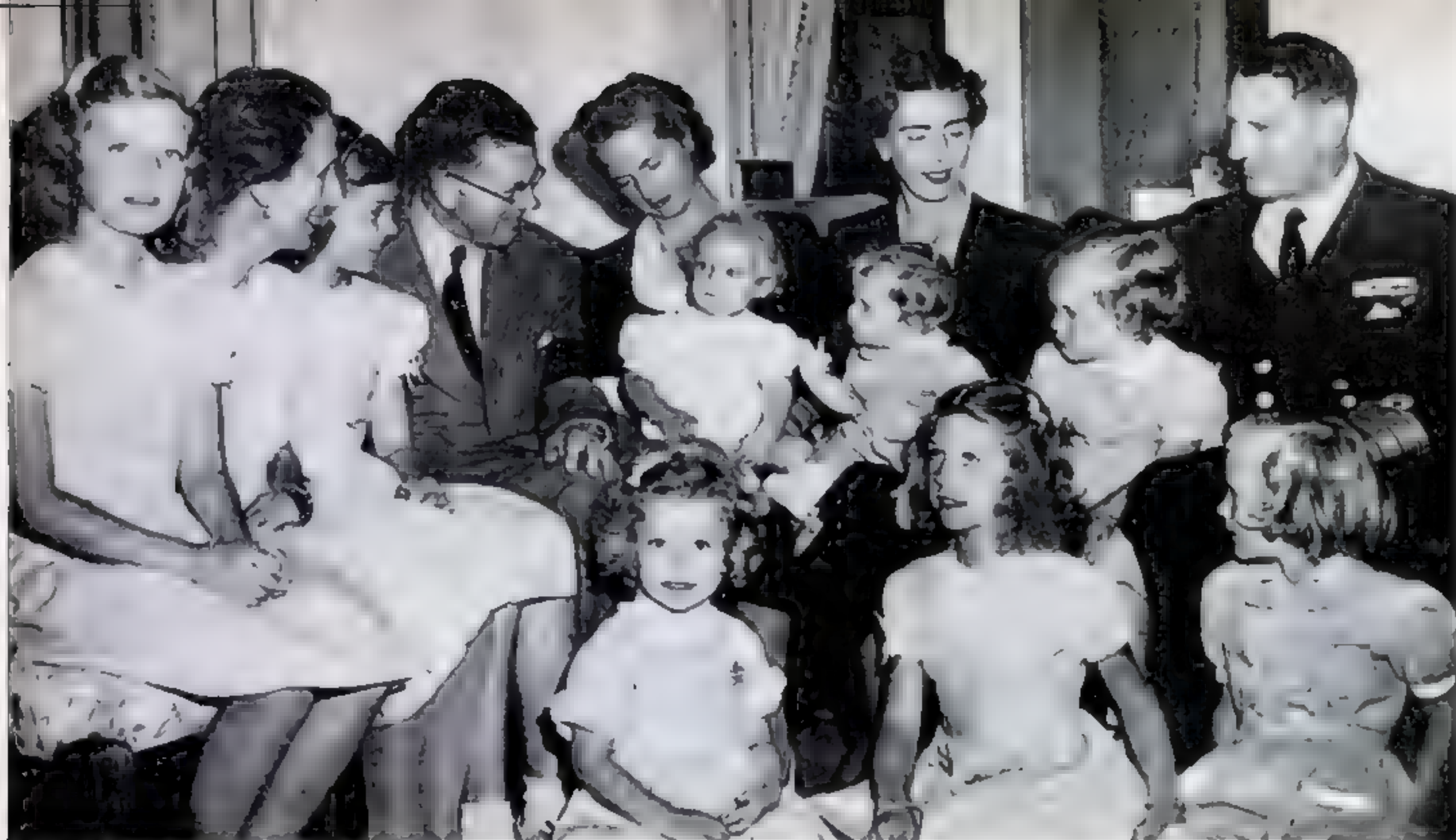
FIRST BABY, Margrethe, born a week after Nazis invaded Denmark in 1940, smiled for her first birthday picture. Royal family was then under German rule, like other Danes.



A CHRISTMAS FETE in 1946 found Margrethe wearing the flowing white gown and candle head-dress of the Lucia Bride, and Princess Benedikte, then 2 1/2, cast as an angel.



ABOARD ROYAL YACHT Dannebrog (the Danish flag) during summer of 1948, princesses and parents are surrounded by crew. When the king was 18 he



VISITING ROYAL RELATIVES in Sweden in July 1947, three months after Frederik (in uniform) succeeded his father as Denmark's king, the princesses from Copenhagen meet their Swedish cousins. From left, in top row: Sweden's Princess Birgitta, her step grandmother, Crown Princess (now Queen) Louise; Birgitta's sister, Princess Margaretha, her grandfather, the crown prince (now Sweden's King

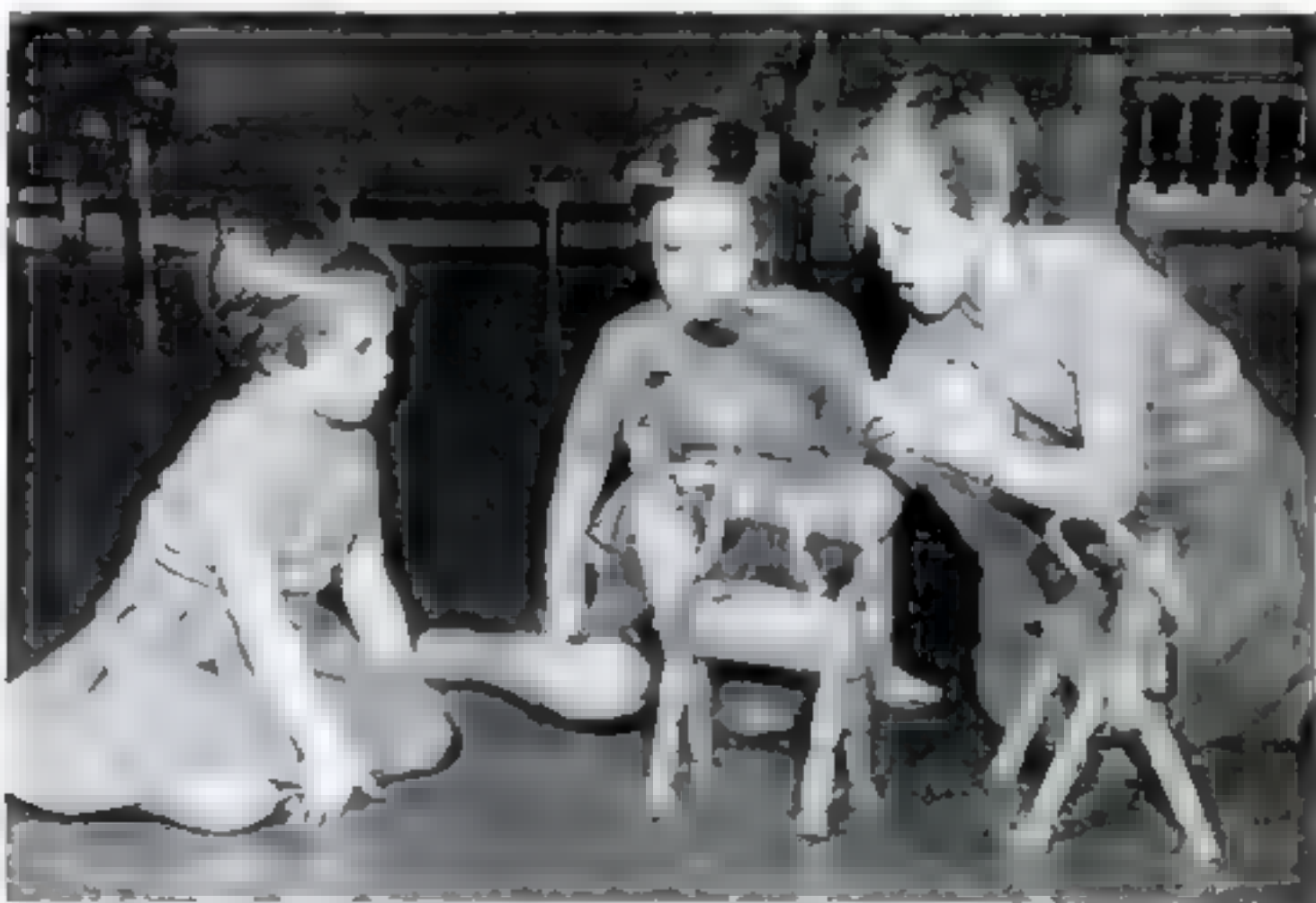
Gustaf VI Adolf); his widowed daughter-in-law Princess Silvie, mother of the Swedish royal children shown here, holding her son (now crown prince) Carl Gustaf; Denmark's Queen Ingrid holding youngest daughter Anne-Marie, King Frederik holding Benedikte. Seated in front, from left: Swedish Princesses Christina and Désirée (sisters of Birgitta, Margaretha and Carl Gustaf), Danish Princess Margrethe.



joined navy as apprentice seaman—swabbed decks, got his arms tattooed. Later he commanded royal navy vessels. His bedroom now overlooks Copenhagen harbor.




PALACE PORTRAIT shows the three princesses curling over couch in the Garden Room at Amalienborg. Anne-Marie would not hold still for LIFE's photographer.



PALACE PLAYROOM in Stockholm on a recent visit provides Margrethe with a place to show her two younger sisters how to adjust the horns of Swedish toy goats.

A Mark of Distinction


Gold cup presented to owner of winning thoroughbred at Kentucky Derby



Nesbitt too has achieved distinction because of its delightful taste and uniform quality. Ask for Nesbitt's and enjoy its delicious orange flavor. Nesbitt's is sold wherever quality soft drinks are carried. Buy six bottles today.

Free NESBITT'S ILLUSTRATED RECIPE BOOKLET

Over 25 delicious original orange recipes. Send 3 Nesbitt's bottle caps for postpaid copy.



Nesbitt's, 2946 E. 11th Street
Los Angeles 23, California

a soft drink
made from *real* oranges



STately GATEWAY leads into courtyard of Amalienberg Palace, royal family's Copenhagen residence. Amalienberg was originally the home of Earl



STATE OCCASION, the celebration of the 250th anniversary of Denmark's Royal Naval College gives King Frederik a chance to do a dance, called The

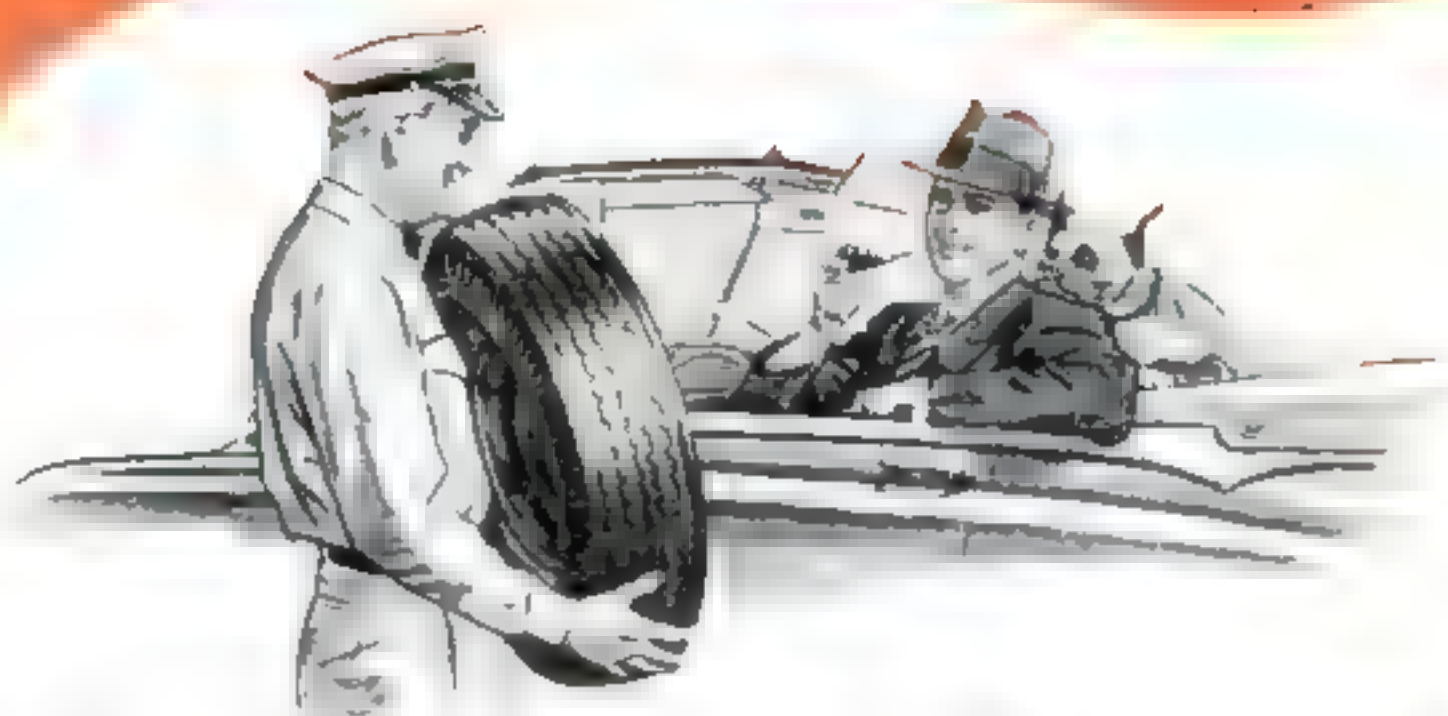


noble families but was turned into permanent royal residence after an old palace burned down. Equestrian statue is of Frederik V, an 18th Century king.



Lancers, with Mrs. Kay Jungersen, the wife of a teacher at the naval college. The queen, whose white skirt is visible at center, also is an excellent dancer.

BEST WAY TO Boost Tire Mileage and BEAT WORRY



Mobil Quality when You Buy — Mobil Service As You Go!

These days particularly, it's just good sense to get the longest-wearing tires you can.

Good reason to see your friendly Mobilgas dealer. His Mobil De-Luxe Cushions are rugged, dependable, with safety and economy built in! His regular tire care means extra mileage!



Mobil

De Luxe Cushion

TIRES



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Makers of Mobilgas!

MOBILTY-VACUUM OIL COMPANY, INC., and Affiliates: MAGNOLIA PETROLEUM CO., GENERAL PETROLEUM CORP.

There goes the DIRT-fast



from hard-working hands!

BORAXO
GETS OUT DIRT
PLAIN SOAP CAN'T REACH!



The toughest ground-in dirt and grime can't stand up against Boraxo. This powdered hand soap gets grease and dirt plain soaps can't reach, and gets it in 30 seconds. Boraxo's so safe too, so mild, it leaves Mother's hands smooth, does a gentle clean-up job on the kids. Get Boraxo in the regular size or in the money-saving one-pound can.

ANOTHER FAMOUS "MULE TEAM" PRODUCT



Hands really dirty from factory grime and grease? Don't worry...



Do as millions do... pour mild Boraxo on wet hands, lather up...



And presto! Your hands are clean in seconds... soft and smooth, too!



OUTRAGED PARAKEET GIVES KITTEN A COLD GLARE FOR LOOKING OVER

PARAKEET VS. PUSSYCAT

Vain bird with plenty of mirrors but no friends finds a curious kitten too friendly for words

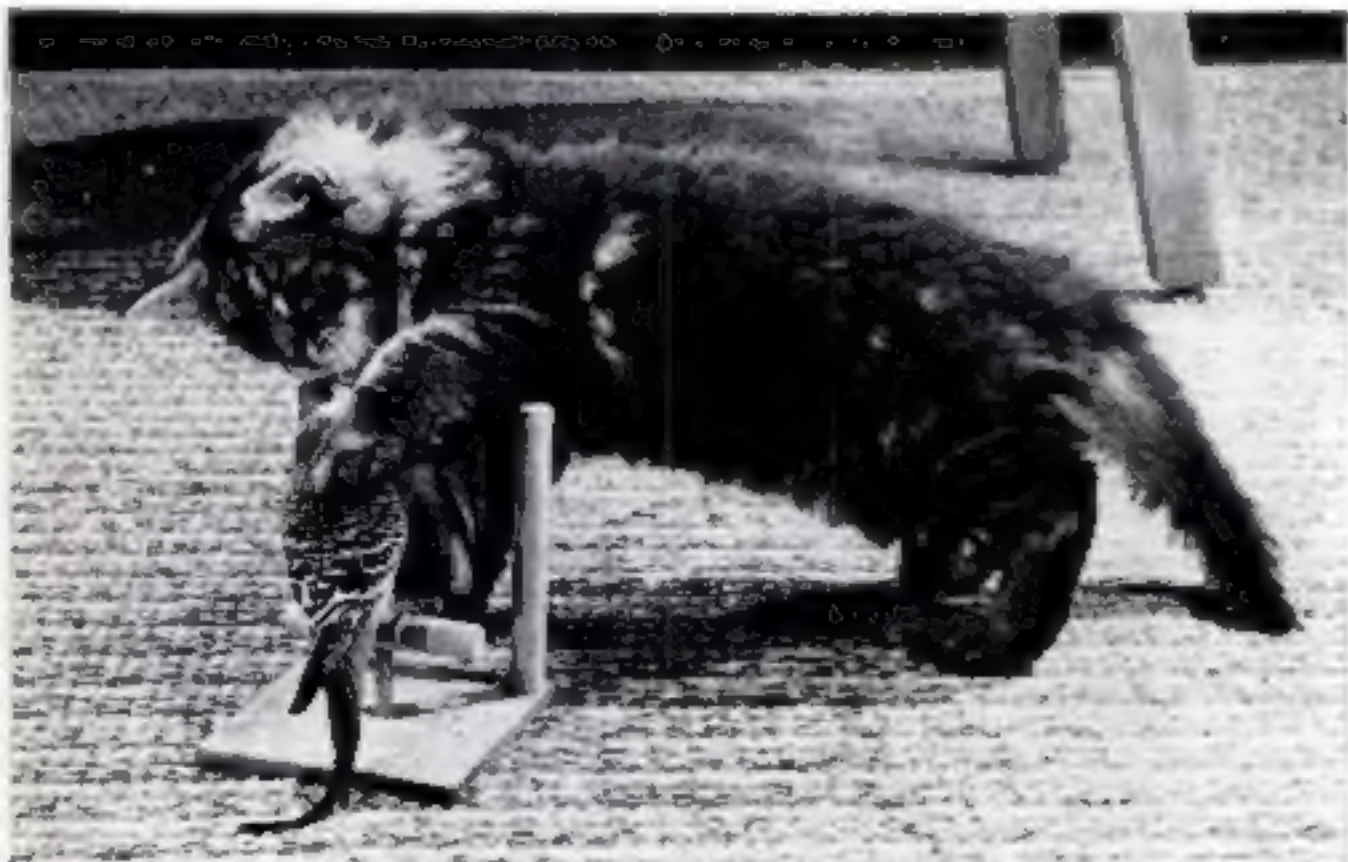


ALOOF PARAKEET returns to his mirror after overfamiliar friend, who had followed him into cage, gets herself stuck in the doorway on the way out.



HIS SHOULDER AS HE PREENS HIMSELF BEFORE ONE OF MANY MIRRORS

Christopher had almost everything a parakeet could hope for. He was well fed, had a fine trapeze and many mirrors which he could look into if he felt lonely. But this was not always enough and one day recently his owner, Mrs. Chester Fullwood of Bronxville, N.Y., introduced him to a kitten named Susan. When Christopher shyly tried out his one word vocabulary ("hello") on her, Susan got pretty familiar (*above*), finally was so forward (*below*) that Christopher had to terminate the acquaintance. Christopher returned to his mirrors, consoled by the thought that an ounce of reflection is often worth a pound of reality.



ANGRY PARAKEET lost control at this comparatively innocent gesture by his new (and temporary) friend, gave the kitten two swift pecks on the nose.

If sweet soft drinks leave you reaching for a water-chaser...



then Switch to Squirt—the one soft drink that can say and prove—Never an after-thirst!

yes! If sweet soft drinks leave you thirsty... then

Switch to Squirt NEVER AN AFTER-THIRST

Fresh, clean taste as you drink Squirt...
fresh, clean taste after you drink Squirt...
never an after-thirst!

That's why millions say — "You taste Squirt, and the first thing you know, you love it?..."

NEVER AN AFTER-THIRST



When you serve mixed drinks, and when you drink, be smooth about it... Switch to Squirt, the smooth mixer

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from LIFE, March 20, 1950, by Andreas Feininger



from LIFE, Oct. 9, 1950, courtesy Mt. Wilson and Palomar Observatories

WHAT'S IN A PICTURE . . .

One of these pictures is a closeup of a daddy long-legs. You have doubtless turned over a rock in the garden and seen one scamper away almost under your nose. But you never got anything like a close look at it.

The other picture shows you a dim galaxy, indicated by the arrow, that is estimated to be one billion light years away from the earth.

From tiny things around us—to the uttermost

reaches of space! That is the extraordinary range of the camera's vision. It can bring an insect so close that you really see it for the first time. The camera can also take you 5,865,696,000,000,000,000 miles into space, farther than man has ever penetrated before.

The photograph has helped us to learn more about the physical universe in the past century than man had known in all his previous existence.

... to see life ... to see the world ... to eyewitness great events

LIFE



Pleasant Moments in sports

BY BOB CONSIDINE

IT WAS THE FIRST GREAT FIGHT of the modern era of boxing. John L. Sullivan, the Boston Strong Boy, last of the bare-knuckle champions, was meeting the challenge of Gentleman Jim Corbett. The place was New Orleans; the time, September 7, 1892.

For 20 rounds, Corbett, the dancing master, punished the great John L. at will. In the 21st, the old champ went down under a barrage of rights and lefts. He was counted out and dragged to his corner. When they revived him, he walked to the ropes and faced the crowd. "I fought once too often," he bellowed, "and if I had to get licked I'm glad it was by an American. Yours truly, John L. Sullivan!"

for your Pleasant Moments

TONIGHT, for your Pleasant Moments, treat yourself and your friends to the "champion of whiskies"—finer, milder PM! Today, tomorrow, every time you taste it, you can count on the uniform lightness and smoothness that have made PM Preferred by Millions.



ask for **PM**
tonight

THE BIGGEST
"PLUS"
IN CIGARETTE HISTORY

**"No
Unpleasant
After-taste"**

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